...Y 7, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

why you get

MORE

for less on WOR

We have said in previous ads . . .

1. WOR has not raised its daytime rates since November 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since November 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

Good —

But, let's dig a little deeper. Let's show you, more minutely, why you get *more* for *less* on WOR.

Let's talk about programs; how very economically they get into people's homes and minds when you use WOR.

★ *A WOR show, weekdays, 1:30 P.M., is heard in 538,489 homes at a cost to the sponsor of 1/12th of 1 cent per home!*

★ *A WOR show, weekdays, 11:15 A.M., is heard in 589,774 homes at a cost to its sponsors of 1/3rd of 1 cent per home!*

★ *A WOR show, weekdays, 8:15 A.M., is heard in 1,630,853 homes at a cost to its sponsors of 1/27 of 1 cent per home!*

Little wonder why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

Little wonder that WOR frequently carries more accounts than the combined total carried by New York's three other major stations.

WOR—that power-full station at 1440 Broadway, in New York

mutual

This is the
BEN OAS Family
of Chicago, Illinois

● Ben, Marion, Diane and Maxine Oas live at 3054 Addison Avenue in the northwest part of Chicago. Ben is plant supervisor for a metal company . . . likes to spend his evenings and week-ends with his family.

Mrs. Oas (Marion) is a former model and speaker. Now she is busy as housewife, mother and president of the nearby school's Parents' Club. Because of Ben's Scandinavian background, one of her regular chores is to keep the coffee pot filled. Mrs. Oas is a regular WLS listener. She likes our friendliness, our news and especially our adult education programs. "WLS," she says, "is as truly American as a hot dog or an ice cream soda."

Diane is 5, Maxine 3. Both girls go to nursery school. They start their day listening to our "Happy Hank" program every morning.

Ben is a handy man around the house. Many of his Saturday nights are shared between a home-repair task, his coffee, and his favorite, the WLS National Barn Dance.

For 23 years, WLS has focused its microphones on the thousands of good Midwestern families . . . city, town and farm . . . like that of Ben Oas of Chicago. The friendliness, the service and entertainment we give them have made them loyal listeners . . . and on loyal listeners depend advertising results.

The Oas family at home. By Mrs. Oas is 3-year-old Maxine. Looking up at Ben is Diane, now 5.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

Pub

Mr. FM Station Operator:

Tear up your RATE CARD!

Your audience is about to skyrocket . . . thanks to the FM

PILOTUNER

the new wonder-worker that adds superb Frequency Modulation to *any* regular AM set . . . yet retails for only 29.95

(Slightly higher west of the Rockies)

Ever hear of Santa Claus in midsummer?

PILOT RADIO PLAYS SANTA to America's FM stations . . . by multiplying their listening audiences RIGHT NOW beyond their wildest dreams!

PILOT RADIO PLAYS SANTA to America's entire radio listening audience . . . offering the FINEST in Frequency Modulation reception, at a phenomenally low price!

for AC only
8¾" wide, 6¾" high, 5¾" deep
Approved by Underwriters' Laboratories

HOW? . . . with the thrilling new FM PILOTUNER!

PILOTUNER is easily attached to any AM radio, old or new, and instantly converts it to a superb AM-FM set! Pilotuner can also be used with obsolete AM-FM sets, with phonographs — with public address systems. It gives not "just any" FM reception . . . but the FINEST FM RECEPTION yet achieved . . . with no drifting, no fading, hair-fine selectivity!

PILOTUNER uses parts of *only* the highest quality . . . a "must" for the BEST in Frequency Modulation!

• 3 gang copper condenser • 5 tubes plus selenium rectifier • Heavy duty AC transformer • Tuned R-F stage • Beautiful Walnut Wood Cabinet.

PILOTUNER's incredibly low price is possible ONLY through closest cooperation among parts suppliers, dealers — and Pilot Radio itself.

PILOTUNER is Pilot Radio's "Gift" to America — destined to revolutionize listening habits . . . to make millions KNOW, WANT, and GET FM! The Pilotuner is a bonanza for EVERY FM STATION in the country!

Learn all about it! Get behind it! Do YOUR part in the huge, nation-wide drive to promote and publicize PILOTUNER. Write—phone—or call in person for full details. Samples available to FM broadcasters for dealer demonstration meetings. Act TODAY—for FM's brightest tomorrow!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.

MAKERS OF PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHILE Ray C. Wakefield, who terminated seven years on FCC June 30, hasn't announced his plans, present indications are he will join Washington and West Coast communications law firm of Wheat, May, Shannon & St. Clair. Carl I. Wheat, firm head, is former FCC assistant general counsel and, like Mr. Wakefield, is from California. Mr. Wakefield, now resting in New England, might become West Coast resident partner.

RADIO CIRCLES in New York were agog last week over cloak and dagger peregrinations of Dr. J. B. Matthews, erstwhile red hunter of Dies Un-American Activities Committee. Veiled story was he was breaking ground for sweeping Congressional inquiry into FCC. Checks in Washington, however, brought disavowals from such Republican stalwarts as Speaker Martin, Chairman Clare Hoffman (R-Mich.) of powerful House Committee on Government Expenditures (which could conduct inquiry), and Chairman Evan Howell (R-Ill.) of House Interstate & Foreign Commerce subcommittee on radio.

STUART DAWSON, radio director of Foote, Cone & Belding, Chicago, leaves shortly to join Feature Productions, Chicago (*Hint Hunt, Ladies Be Seated*, etc.), in which he has bought third interest. He thus joins his old partner, Charles (Chuck) Logan, who left FCB June 15 to become executive producer with Feature Productions, headed by Chuck Acree.

ELEVENTH-HOUR efforts to have President Truman participate in opening of second phase of International Telecommunications Conference in Atlantic City, designated as "Plenipotentiary Conference," failed because of Chief Executive's tight schedule during first week in July. Previous efforts to get Secretary of State Marshall to open sessions also collided with prior commitments.

ONE of the fruits of NAB Justin Miller's leadership in battling for freedom of radio is invitation from important publishing firm to author tome titled "Freedom of Expression." Preoccupied with his regular duties, Judge Miller first said he couldn't undertake assignment, but importance of this fundamental and sorely needed work may change his mind.

NOBLE EXPERIMENT of WQQW, Washington daytimer managed by ex-FCC Blue Booker Ed Brecher, has gone by boards. Station proclaimed it would accept only one spot each 15-minute segment. When owners found total take couldn't yield enough to pay overhead, they switched. They're now taking conventional spots and commercials back-to-back.

PERFORMANCE of new musical works on radio delayed by logjam at Copyright Office,

(Continued on page 86)

Upcoming

July 7: Petrillo Inquiry, Subcommittee of House Labor Committee, Caucus Room, Old House Office Bldg., 10 a.m.

July 7: Hearing on Jones FCC Nomination, Senate Interstate Commerce Committee Room, Capitol, 10 a.m.

July 12: Dinner for International Telecommunications Conference by American industry delegates, Waldorf-Astoria, New York.

July 17-18: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

July 21: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

July 28: NAB Educational Standards Committee, NAB Hdqrs., Washington.

Bulletins

WOL Washington starts giving race results and prices today (July 7) "as public service" on Art Brown's afternoon program, station announced Thursday. This is practice for which WWDC Washington filed complaint with Federal Trade Commission against WGAY Silver Spring, Md. [BROADCASTING, June 23].

RADIO to get more than $1,000,000, or about 23% of total $4,000,000-$4,500,000 advertising budget to be earmarked for broadcasting when Congress approves War Dept. appropriation (early story page 16). Percentage about same as last year. N. W. Ayer & Son awarded contract for next fiscal year.

Business Briefly

WJZ LOCAL GAIN ● Gross local billings of WJZ New York first half of 1947 up 9.7% over same period last year, local June revenue up 7% while total national and spot revenue increased 4% over June 1946. Total six-month revenue exceeds 1946.

LAMBERT TEST ● Lambert Pharmacal Co., St. Louis, for Listerine shave cream, begins test spot campaign July 7 on two stations in Johnson City and Bristol, Tenn. If successful, schedule will be expanded. Agency, Lambert & Feasley, New York.

SOAP BOX DERBY TV ● Television film rights for Chevrolet Soap Box Derby in New York, Atlanta, Detroit, Los Angeles, Bristol, Conn., with finals to be held in Akron, secured by ABC. U. S. Rubber Co., Akron, to sponsor.

WING PROPOSES INQUIRY BY FCC ON NETWORK RULES

FCC examination of its network rules, to determine if they are achieving intended purposes, proposed by WING Dayton in letter to all Commissioners.

J. P. Williams, WING general manager, proposed inquiry on basis of station's decision not to sign two-year renewal contract with ABC. Renewal pact, as submitted by network, contained six-month cancellation clause, he wrote FCC [BROADCASTING, June 23].

Williams letter contains detailed account of relations between WING and ABC along with facsimiles of telegrams and letters, and minutes of affiliate meetings. Station contends network threatened termination of contract unless it would agree to clear time for certain programs rejected in favor of local programs and that six-month clause was punishment inflicted by ABC.

Court Rejects WBAL Blue Book Plea

WBAL Baltimore's complaint against FCC and its Blue Book was dismissed Thursday in U. S. District Court for D. C. on grounds station should await final FCC decision before seeking court relief.

Memo opinion, signed by Associate Justice James M. Proctor who heard arguments in April [BROADCASTING, April 28], dissolves temporary injunction, issued by Associate Justice T. Alan Goldsborough in same court in February. This had stayed further FCC proceedings in case pending completion of litigation. Formal order to be signed shortly.

Opinion based on procedural findings and expressly "refrained from any consideration of the merits of the controversy before the Commission or the propriety of the report in question [Blue Book]."

FCC now expected to set date for hearing on WBAL renewal and rival application of Drew Pearson & Robert S. Allen for Baltimore station's 50-kw, 1090-kc facilities. Hearing had been slated Feb. 25.

WBAL and Hearst Radio, licensee, considered sure to appeal now to U. S. Court of Appeals for D. C. Effect of this on FCC plans to set hearing date on WBAL and Pearson-Allen applications not known. Messrs. Pearson & Allen and associates (Public Service Radio Corp.) expected to ask FCC to proceed with hearing.

While granting FCC's major motion—to dismiss WBAL complaint—Judge Proctor denied Commission plea for three-judge court, denied in previous hearing.

Judge Proctor's memo opinion said relief sought by WBAL would "in my opinion" be "improper interference" with FCC procedures. He said courts cannot stand in constant watch and supervision over proceedings before governmental agencies to prevent some erroneous or wrongful action. He said proper appellate course is provided in Communications Act Sec. 402(b), relating to appeals to Court of Appeals for D. C. after final FCC actions. FCC and WBAL had agreed Sec. 402(b) not applicable.

5000 WATTS
DAY & NIGHT

WILMINGTON ★ DELAWARE

WDEL

Sells

for it effectively covers a prosperous spending market comprising Delaware, southern New Jersey, parts of Maryland and Pennsylvania. Your advertising dollars are wisely spent in this sales-producing area. Learn how economically this progressive station develops sales for you.

NBC AFFILIATE

A STEINMAN STATION

RADIO ADVERTISING COMPANY

NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

Fulton Lewis, jr.

available now* on WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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PROMOTION

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4118
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena

Next Week:
JACK WASSAN
Sales Manager

TOM SWAFFORD · *KGW Production Manager*

In Tom Swafford's hand a stop-watch looks good! He has clocked so many shows that his left thumb has assumed a permanently prehensile position. Still on the sunny side of 30, Tom broke into radio in Weslaco, Texas, at the age of 17. After dipping into Blackstone during a pre-law course at UCLA Tom wound up in Hollywood where he worked on such productions as "Cavalcade of America." KGW lured him away from the "moo'm picture" capital in 1944. Not one to beat the tom-tom in his own behalf, Tom, the man behind the plate glass panel on so many successful live-talent KGW shows, richly deserves this recognition. Tom, too, is helping KGW produce exceptional sales results for its advertisers.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PERIENCE!

Spot Radio — the use of individual radio stations — is the oldest form of radio advertising. For this reason, advertisers have had greater experience with this highly-productive, harder-hitting medium than with any other kind of radio.

However, the experience most important to audiences and advertisers alike is the long and successful experience of these stations in handling spot broadcasting intelligently, efficiently, and with great success.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

EDWARD PETRY AND CO INC.

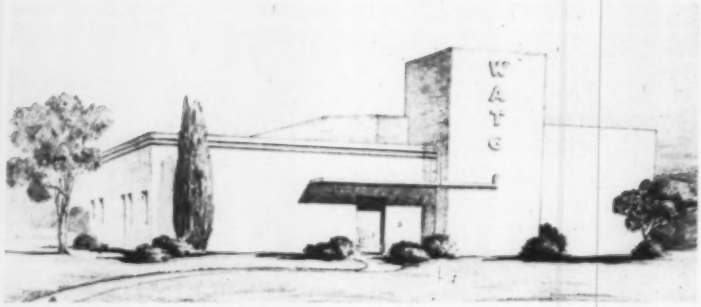
Pardon me, what station are you listening to?

Land sakes, honey...WFLA, of course!

Lots and lots of people in the big, prosperous Tampa-St. Petersburg market have this same listening habit. According to Mr. Hooper, most of the people here stay tuned to WFLA—all of the time! Month after month —ALL day EVERY day— the 5000-watt voice of WFLA reaches the largest audience in the heart of Florida's richest, most-heavily-populated trade area. For coverage that really counts in this year 'round market, you can count on WFLA!

WFLA
5000 WATTS DAY AND NIGHT
NBC
The Tampa Tribune Station
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS
Jacksonville, Fla.
TAMPA

Feature of the Week



WATG's new studio-transmitter building.

CULMINATION of nearly two years of intense promotion took place when WATG-FM took to the air in Ashland, Ohio.

Robert M. Beer and Edgar Koehl, owners of WATG and publishers of the Ashland *Times-Gazette* made certain that residents of the area knew what FM was all about before it ever came to town by daily ads and stories in the *Times-Gazette*, in addition to folders and other forms of advertising. Newspaper advertising space alone amounted to almost $3,000.

Before the station ever took the air, it had sponsored a football guessing contest, a softball team, a lawn bowling team and a boxing show. It even went so far as to have a Goodyear airship fly over the area displaying an electric sign reading "smooth FM."

That the campaign was successful is attested by the fact that WATG had 42 sponsors—all on one-year contracts, before it even went on the air on May 18. In addition, surveys by the station show great increases in sale of FM sets. The station has increased the number of sponsors to 56, executives said last week.

WATG operates on 100.7 mc with 8600 w and broadcasts 81 hours a week at present. The station has a staff of 11, including two engineers, program director, commercial manager, news editor, control operator, three announcer-control operators and two secretaries.

Sellers of Sales

ASIDE from his capabilities at buying radio time, Charles (Chuck) Wilds, N. W. Ayer & Son's newest time buyer, has such diversified outside skills as umpiring tennis matches and mastering the French language.

Mr. Wilds was born in New York City on Oct. 4, 1918. When he was about six years old his folks moved to Riverdale, where he has maintained residence ever since. He attended Riverdale Country School but in 1930 went to Switzerland for a year to study French. Upon his return he attended the Hotchkiss School in Connecticut for the next four years and then went to Williams College, where he majored in English. In 1940 he received his Bachelor of Arts degree, then finished his formal education with a half year's work at Harvard Business School.

In 1941, he moved into the advertising world, joining Ruthrauff & Ryan as a mail room clerk. Soon he was transferred to the agency's radio department, where he became an assistant time buyer and then a time buyer.

During the war Mr. Wilds joined the Navy and saw much of the world. Because of his knowledge of French he was attached to the 8th Fleet in the Mediterranean. He was on active duty in Oran, Bastia in Corsica, Southern France during the invasion, Marseilles, and French Morocco. In 1945 he was discharged and returned to his position at R & R.

CHUCK

He bought time at that agency for Garrett Wine, Lever Brothers in Canada, Presto-lite in Canada and U. S., Chrysler and Dodge, Ruppert Beer, American Airlines, and G. Washington Coffee. On June 23, Mr. Wilds resigned from R & R to join N. W. Ayer & Son, in a similar capacity.

The Wilds—his wife is the former Elizabeth Newman—have been married for six years. They have two children, Peter 5, and Adrienne, 4½ months.

Mr. Wilds is a member of the Tennis Umpires' Association and spends many of his week-ends umpiring and playing tennis. He is a stamp collector and a member of the Riverdale Yacht Club, as well as Psi Upsilon Fraternity.

Remember the story about...

GULLIVER...

THE LILLIPUTIANS...

and what happened?

They were tiny people. But they overpowered what seemed to them to be a giant, when he fell asleep.

There's a radio station moral in this classic story. W-W-D-C, by aggressive programming and promotion, has done a job worthy of a giant in this huge Washington market.

If you want sales results down here . . . let this little fellow, W-W-D-C, do it for you. It works!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

RADIO'S MARGARET ARLEN

DURING A REHEARSAL BREAK, SHE DISCUSSES PLANS FOR SCREEN STAR GENE TIERNEY'S GUEST INTERVIEW ON SHOW

NOTED DESIGNER PEG FISCHER TAKES MARGARET AND PROGRAM WRITER BARBARA KEATING THROUGH STITCH-BY-STITCH DESCRIPTION OF HER ART

CAREER GIRL AT WORK

Radio commentator and staff rise early, work late to prepare woman's view broadcast

Margaret Arlen, of Columbia's New York Key Station, WCBS, is the comely woman's commentator *Billboard* calls "No. 1 among the metropolitan girls who talk for a living on the air".

She's easy on the eyes (as you can see). And hundreds of thousands of her listeners will testify she's equally easy on their ears.

THE MARGARET ARLEN SHOW gives listeners *details... sidelights... inside* information on the life and luminaries of New York. The accent's on variety, both in guests and subject-matter. With the greatest of ease, Margaret and co-broadcaster Harry Marble whisk fans from food and fashion, to science and sociology!

Keeping listeners in-the-know keeps Margaret and the program staff of six constantly on-the-go—covering social and civic events... attending theatre and movie openings... interviewing guests... researching. But their efforts are well rewarded. For a long time now, THE MARGARET ARLEN SHOW has held *top Hooper rating* among New York's woman-commentator programs!

Recently WCBS expanded THE MARGARET ARLEN SHOW to accommodate additional participating sponsors. There are a few available spots left—between 8:30 and 9:00 A.M. weekday mornings. If you'd like to know more about this advertising opportunity call WCBS or any Radio Sales office.

BASIC BEAUTY HINTS, demonstrated by Eddie Senz on writer Alice Gershon, enable the program to give listeners valuable make-up advice.

YARNS OF YESTERDAY... Listeners write appreciatively of the many quaint and curious facts gleaned from Harry Marble's daily feature, his own informative "Almanac".

PERSONAL ENDORSEMENT of sponsors' products is based on actual test-use by program's principals. Launderette chain is among current Arlen participating sponsors.

PUBLIC SERVICE NEEDS and projects, such as the Bulova Long Island Watch School for handicapped veterans, play an integral part in over-all planning for Arlen program.

(LEFT) **MARGARET GOES TO WONDERLAND** to meet Tweedle-dum and Tweedle-dee; makes mental notes of tricks of the trade employed behind the footlights at the current Broadway stage version of "Alice in Wonderland".

NO. 16—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

FOOTWORK!

This frenzied soul is our Hal Hoag of the Hollywood Office, responding to the adage that you gotta make calls to get results. Matter of fact, *all* of us here at F & P respond to that adage. It's the Number One rule in our book. Hence if you've got an assignment that *takes* footwork, and fast—give us a hint of it. And watch our dust!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, NO. 1 WASHINGTON, D C., JULY 7, 1947 $7.00 A YEAR—20c A COPY

Senate Expedites Jones Consideration

Hearing Is Today; GOP Leaders Pushing

By RUFUS CRATER

BOTH advocates and opponents were racing against time last week in the fight over President Truman's nomination of Rep. Robert F. Jones (R-Ohio) to membership on the FCC.

A hearing today (Monday) was scheduled by the Senate Interstate Commerce subcommittee handling the nomination to question three men who purportedly made affidavits linking Rep. Jones with the Black Legion.

This session, slated to be limited to one day and to testimony of the three affiants, was authorized by the full committee Thursday in a 45-minute executive session which was followed by a subcommittee hearing in which the editor of a Lima, Ohio, newspaper defended Rep. Jones against the charges.

Robert C. Barton, managing editor of the Lima *News*, told the subcommittee that both Virgil Herbert Effinger, one of the affiants, and Mrs. Effinger had told him recently that Mr. Jones had never been a member of the Black Legion.

Other Affiants

Other affiants are Glenn E. Webb, a member of the executive board of the Lima local of the CIO United Electrical Workers, and Frank Barber. Authorities said the three would be summoned and warned that if they perjured themselves they would be liable for prosecution for contempt of a congressional committee.

Sen. Homer Capehart (R-Ind.), designated chairman of the subcommittee in the absence of Sen. Owen Brewster (R-Me.), set the date for hearing the three affiants. Sen. Brewster, it was learned, will return in time for the meeting.

Sen. Robert A. Taft (R-Ohio), chairman of the G.O.P. Policy Committee, and his Ohio colleague, Sen. John W. Bricker, attended the committee meeting Thursday and urged confirmation of the 40-year-old Congressman. It was learned that the committee members had no objection to confirmation but felt that the men who made the affidavits should be questioned in view of the charges they leveled.

Supporters of the FCC nominee confidently predicted early approval by the committee and subsequent Senate confirmation despite apparent delaying tactics of some Democratic left-wingers who fell in with Commentator-Columnist Drew Pearson's one-man campaign to block the confirmation. Several Senators including Warren G. Magnuson (D-Wash.) told BROADCASTING they expected relatively swift confirmation.

Pearson Precipitated Hearing

Mr. Pearson, attempting to link Rep. Jones with the Black Legion, precipitated the first hearing June 27 [BROADCASTING, June 30] and subsequently cited the Effinger and Webb affidavits in support of his charges. Rep. Jones vigorously denied the accusations. The Barber affidavit, along with the others, was inserted in the record by Sen. Glen H. Taylor (D-Ia.) on the Senate floor Wednesday.

The strategy of the opposition appeared to be to hold up confirmation until Congress adjourns on or about July 26. A floor fight may be waged by some Democratic left wingers—including Sen. Taylor and possibly Claude Pepper of Florida.

But with leadership of both parties actively backing him, Rep. Jones was expected to weather the storm.

Would Succeed Wakefield

Mr. Jones would succeed Ray C. Wakefield, California Republican, whose FCC renomination was dramatically but inexplicably withdrawn by President Truman on June 18 [BROADCASTING, June 23]. Upon Senate confirmation, he probably would take office about Aug. 1.

Mr. Pearson, commentator on ABC and a stockholder in Public Service Radio Corp. which is seeking the facilities of clear channel WBAL Baltimore, may find himself embroiled in litigation because of his charges against the Commissioner-designate. Rep. Jones, in a blazing statement to members of the Committee, served notice that he intended "in due course to take proper legal action."

The Senate committee decision to question the three affiants came at the close of a week in which:

1. Mr. Pearson spent a sizeable part of his Sunday night news commentary reiterating his charges linking the Ohio Congressman with the Black Legion, and offered two affidavits as support.

2. The commentator again repeated his charges, this time in a letter to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate Commerce Committee, and asked the committee to call in the FBI to investigate the allegations; he continued the campaign in his Washington column Thursday;

3. Rep. Jones on Tuesday sent to the subcommittee and other Senators a six-page sworn statement denying the charges in detail and countering that both affidavits offered by Mr. Pearson "are fabricated out of the whole cloth and rest upon a tissue of lies."

4. Sen. Taylor on the Senate floor Wednesday afternoon put copies of the two affidavits and a third, similar one into the record and served notice that he and "many other Senators" would want time on the floor to examine the case if any attempt were made to rush the nomination through.

5. Sen. White replied to Sen.

(*Continued on page 70*)

AFM Probers to Call Broadcasters

Union Head Is Expected To Testify Before Group Today

BROADCASTERS face subpoenas from the House Labor subcommittee investigating James Caesar Petrillo, AFM president, it was learned Thursday as the three-man probing body prepared to put the union czar on the stand this morning (July 7).

This subcommittee plan highlighted a week of relative inactivity in the employe relations field as broadcasters and unions devoted themselves to intense study of the import of the Taft-Hartley Act and the Supreme Court decision upholding the Lea Act.

The broadcasting policy of watchful-waiting and study followed the general trend in the whole industrial picture as sweeping effects of the two-ply action became apparent. All parties agreed that the changes are of unprecedented importance and all conceded that numerous court tests will be necessary to clear up combined effects of the Lea Act ruling and the Taft-Hartley law.

The House subcommittee plan to subpoena broadcast executives as witnesses in the Petrillo hearing developed when the probers found them loath to provide information against the music ruler. Despite the strong language of the Supreme Court in upholding the Lea Act and the overwhelming Congressional vote overriding the Presidential veto of the Taft-Hartley Act, the subcommittee has found broadcasters afraid to volunteer testimony against Petrillo.

Many Will Be Subpoenaed

Rep. Richard M. Nixon (R-Calif.), subcommittee member, told BROADCASTING many industry executives will have to be subpoenaed. "Their attitude is that they don't want to rock the boat," Rep. Nixon said. "They would rather pay off than face the displeasure of Mr. Petrillo and the threat of a close-up which he wields."

In discussing plans to subject Petrillo to careful questioning, Rep. Nixon declared that the subcommittee, which is headed by Rep. Carroll D. Kearns (R-Pa.), may find the basis for new labor legislation in the AFM hearings starting today. New safeguards may have to be written against feather-bedding and union welfare funds, he said, if it is shown that the Taft-Hartley law does not furnish sufficient protection against these abuses. Third subcommittee member is Rep. Graham Barden (D-S. C.).

Mr. Petrillo will be the first witness in the subcommittee's hearings. The first phase of the investigation is scheduled to last only two days. The subcommittee then will review evidence and decide on its future course.

Rep. Nixon said the probers are aware that a certain amount of pro-Petrillo sentiment has been aroused due to popular reluctance "to kick

(*Continued on page 72*)

N. W. AYER IS AWARDED CONTRACT BY WAR DEPT.

CONTRACT for the 1948 fiscal year Army recruiting campaign has been awarded to N. W. Ayer & Son. Proposed expenditure involves between $4,000,000 and $4,500,000, subject to Congressional approval of appropriations.

N. W. Ayer is now entering into negotiations with the War Dept.'s Military Personnel Procurement Branch, under Maj. Gen. St. Clair Street. Contract contains no renewal provisions, so that the 1949 contract will offer new competitive opportunity.

Board of officers awarded the contract. The only civilian member was Frank C. Page, IT&T vice president. Ayer was selected from 13 agencies invited to make presentations. Agencies included: J. Walter Thompson Co., Young & Rubicam, N. W. Ayer & Son, BBDO, McCann-Erickson, Foote, Cone & Belding, Ruthrauff & Ryan, Dancer-Fitzgerald-Sample, Biow Co., Grant Adv., Benton & Bowles, Compton Adv., D'Arcy Adv.

SALE OF WKBW BUFFALO REACHES COMPLETION

SALE of WKBW Buffalo to Broadcasting Foundation Inc., a subsidiary of the Churchill Tabernacle, [BROADCASTING, May 19] was concluded last week after lengthy litigation, an announcement by James Lawrence Fly disclosed. Mr. Fly, former chairman of the FCC, is counsel for Broadcasting Foundation. The purchase had been arranged several weeks ago and awaited only the signature of the Buffalo Broadcasting Corp., owner of WKBW.

According to Mr. Fly the selling price was $375,000, plus the payment of incidental costs resulting from the sale and the abandonment of impending litigation. Churchill Tabernacle built WKBW in 1926 and was its original owner. In 1931 the station was sold to the Buffalo Broadcasting Corp., but the Tabernacle retained the rights to 17½ hours of broadcast time each Sunday. The terms of this sale led to an extended series of hearings by the FCC.

Yankee Boosts Spots

CONTINUED RISE in spot business and renewals was reported last week by WNAC Boston and the Yankee Network. 172 announcements and station breaks for new accounts and 194 renewals were scheduled to start last week.

Kellogg Now on 205

KELLOGG Co., Battle Creek, Mich., on June 30 added 95 ABC stations to *Galen Drake* on ABC, Mondays through Fridays, 11:30-11:45 a.m., bringing to 205 the total number of ABC stations carrying the show. Agency is Kenyon & Eckhardt, New York.

NATIONAL NETWORK HOOPERS

Program	No. of Stations	Sponsors	Agency	Hooperating	Year Ago Hooperating	+or−	Position
1. Radio Theatre	149	Lever Bros. Company	J. Walter Thompson Co.	16.7	13.2	+3.5	4
2. Screen Guild Players	155	Lady Esther Sales Co. Inc.	The Biow Company	16.0	11.7	+4.3	6
3. Mr. District Attorney	134	Bristol-Myers Company	Doherty, Clifford & Shenfield, Inc.	14.2	15.8	−1.6	1
4. Walter Winchell	217	Andrew Jergens Co.	Robert W. Orr & Assoc.	14.0*	12.6*	+1.4	5
5. Fibber McGee & Molly	144	S. C. Johnson & Son, Inc.	Needham, Louis & Brorby	13.6	--	--	--
6. Bing Crosby	236	Philco Corp.	Hutchins Adv. Co.	13.6	--	--	--
7. Duffy's Tavern	136	Bristol-Myers Co.	Young & Rubicam	12.4	--	--	--
8. Fred Allen	145	Standard Brands Inc.	J. Walter Thompson Co.	12.1	14.3	−2.2	3
9. Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	12.0	9.1	+2.9	20
10. Dashiell Hammett's Fat Man	136	Norwich Pharmacal Co.	Lawrence C. Gumbinner Adv.	10.6	--	--	--
11. This Is Your F. B. I.	217	Equitable Life Assurance Society of U. S.	Warwick & Legler	10.5	5.4	+5.1	84
12. F. B. I. in Peace & War	80	Procter & Gamble Co.	The Biow Co.	10.3	8.6	+1.7	28
13. Can You Top This?	141	Colgate-Palmolive-Peet Co.	Ted Bates	10.3	9.1	+1.2	21
14. Take It or Leave It	163	Eversharp, Inc.	The Biow Co.	10.3	10.6	−0.3	10
15. Life of Riley	136	Procter & Gamble Co.	Dancer-Fitzgerald-Sample	10.0	9.5	+0.5	15

*Includes first and second broadcasts.

WM. GRANT, PRESIDENT OF N. Y. AGENCY, DIES

WILLIAM A. GRANT, 74, president and treasurer of Grant & Wadsworth Advertising Agency, New York, died on June 29 in the Stamford, Conn., hospital after an illness of several months. He was a resident of Stamford.

The early part of Mr. Grant's career was spent in Chicago, where for 14 years he was vice president of the Franklin Co., and for five years president of the Rathbun, Grant Co. During the first World War he was in charge of publicity for the Bureau of Public Information and during the Harding Presidential campaign of 1920 he directed publicity for the Republican National Committee. He formed Grant & Wadsworth Inc. in 1923.

Surviving are his wife, the former Maud Carpenter, and two sons, Edward J. and Charles C. Grant.

Sheldon Joins WOR

JAMES SHELDON, former radio director of MacFarland, Aveyard & Co., New York, has joined WOR New York, in the newly created post of executive producer. He succeeds Tom Moore, who has resigned as program coordinator to return to the advertising agency field. Prior to his association with MacFarland, Aveyard, Mr. Sheldon was a producer and director at ABC and has also served at NBC. Mr. Moore has not yet announced his future plans.

New Lever Show

LEVER BROS. Co., Cambridge, Mass. (Trim), on July 9 starts for 52 weeks *The Saint*, detective-mystery series, on 15 CBS Pacific stations, Wed., 9-9:30 p.m. (PST). Based on Leslie Charteris stories, program is packaged by James Saphier Agency, Hollywood. Ken Niles is announcer, with Bill Gay assigned Hollywood producer for Foote, Cone & Belding, Chicago.

Drawn for BROADCASTING by Sid Hix

"Well, whatdya know, Superduz does fill a three room log cabin just like WOOK said."

CHARLES BARRY MADE ABC VICE PRESIDENT

CHARLES C. BARRY has been elected vice president in charge of programs and television of ABC, according to an announcement last week by Robert E. Kintner, the network's executive vice president. Mr. Barry succeeds Adrian Samish, who has resigned effective August 1 to become president of Show Productions Inc., radio and television subsidiary of Dancer-Fitzgerald-Sample, New York.

Mr. Barry

The new ABC vice president entered radio as an announcer for NBC in Washington, D. C. Mr. Barry was later assigned by the network as special presidential announcer to the late Franklin D. Roosevelt. He became a program executive of the Blue Network when it was formed into ABC, remaining in that capacity until his current promotion.

Mr. Samish, as president of Show Productions, will be in charge of all radio and television activities of Dancer-Fitzgerald-Sample. The position is newly-created, according to the agency.

P & G Renews

PROCTER & GAMBLE Co., Cincinnati, has renewed two five-weekly programs on ABC for 52 weeks. Tom Breneman's *Breakfast in Hollywood* program, heard Mon.-Fri., 11-11:15 a.m., was renewed on July 1 for Ivory Flakes. *Welcome Traveler*, which replaced *The Kenny Baker Show* on ABC on June 30 and is heard Mon.-Fri., 12 noon-12:30 p.m., for Crisco and Ivory Snow, also was renewed on July 1. Compton Advertising, New York, handles both programs.

Review of Mayflower Policy Asked

THE DOOR WAS OPENED for a review of the "Mayflower Decision" last week, when WHCU Ithaca asked FCC for a declaratory ruling on the station's right to editorialize. The petition afforded a peg on which FCC may hang the hearings which officials already had promised to hold on the subject this fall.

WHCU Requests Ruling On Airing Views Of Local Issue

THE QUESTION of the famed Mayflower Decision's ban on "editorializing" by radio stations was put squarely up to FCC last week for review.

Cornell U., licensee of WHCU Ithaca, N. Y., petitioned for a declaratory ruling on whether the station may broadcast its own views along with those of others on a subject of local interest.

It was the first clear-cut opportunity for a review of the seven-year-old decision, adopted by FCC in 1940, which set the policy that "the broadcaster cannot be an advocate."

Some members of the present Commission, including Chairman Charles R. Denny and Comr. Clifford J. Durr, have indicated publicly that a reappraisal of the 1940 policy declaration might be desirable. Chairman Denny told the House Appropriations Subcommittee a few weeks ago that the Commission itself planned to order hearings for that purpose this fall [BROADCASTING, June 16].

Whether the Cornell petition would speed the proceeding was speculative. Some FCC sources doubted that hearings could start before Sept. 1, and thought the date probably would be later.

Chairman Denny told the House Subcommittee that "this summer we have these three international [Atlantic City] conferences coming up which are going to take a great deal of our time. Then we have the clear channel hearing which is still running, and it does not seem that there is any possibility of getting to the editorializing problem until fall."

NAB and its President Justin Miller have been consistently outspoken against the Mayflower edict, which they contend infringes on free speech.

WHCU's petition, filed Wednesday by the Washington law firm of Cohn & Marks, said Cornell U. takes the position that "it can more adequately fulfill its responsibility and that it can more properly serve the community" by presenting its own views along with all others on a pending public issue. But it expressed "uncertainty" about its right to do this, in view of the Mayflower Decision's assertions that:

> Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of his own partisan ends.
>
> Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented. A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used to support the candidacies of his friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

The Mayflower case involved the application of Mayflower Broadcasting Corp. for the facilities of WAAB, then operated as part of the Yankee Network in Boston, and the application of WAAB for license renewal. Mayflower was found to lack financial qualifications and to have made false representations.

The WAAB renewal case involved charges that the station in years past had taken sides in political campaigns and public controversies. FCC took cognizance of the fact that this policy had been abandoned and granted renewal, but in so doing it enunciated its own policy against editorializing.

NAB Attacks Policy

The procedure of announcing such a policy but at the same time granting renewal, which precluded an appeal, has been attacked repeatedly by NAB.

Cornell U.'s petition was filed in connection with a pending question relating to proportional representation on the Board of Supervisors of Tomkins County, in which Ithaca is located.

The university-licensee favors more equitable representation and said it is "desirous of affording a full and complete opportunity for all interested parties to present their views over its facilities on the pending question. . . ." It "also believes that operation in the public interest under these circumstances would also embrace the presentation of petitioner's views on the question."

The petition recognized that its request "raises a question of policy affecting all licensees" and said Cornell U. is "ready and willing to present testimony on this problem if the Commission desires to order a hearing thereon."

FM Day

WEDNESDAY, Oct. 29, will be "FM Day" during National Radio Week Oct. 26-Nov. 1. The day was selected by W. B. McGill, advertising director of Westinghouse stations and chairman of the National Radio Week Committee. FM Assn. will direct cooperation of FM stations and will provide speeches, promotional material, suggest program ideas and stage special events on FM networks. Two pages in the Radio Week workbook, to be sent 30,000 dealers as well as other interested trade associations, will be devoted to FM activities.

WGAR'S POWER OUTPUT IS BOOSTED TO 50 KW

WGAR Cleveland increased its power from 5 kw to 50 kw July 4. Boost added a half million listeners to the station's coverage area, WGAR estimates.

Switch, made during special dedication program 1:15-1:30 p.m., included messages by Cleveland Mayor Thomas Burke, WGAR General Manager John F. Patt, a remote from new $350,000 transmitter plant in Broadview Heights, Ohio, and Sportscaster Van Patrick interviewing from Cleveland Stadium Indian President Bill Veeck, Manager Lou Boudreau and Bob Feller.

Following the switch, first broadcast on 50 kw was play-by-play of Cleveland-Detroit ball game from Stadium.

Special programs included two half-hour salute shows from Hollywood and Detroit starting at 7 p.m. Hollywood portion was under title, "More Power to You," featured former Clevelanders, including ex-WGAR Staffers Jack Paar, Bill Forman, Clyde Wood and Bob Kelley, plus Adolphe Menjou and Norm Siegel, ex-radio editor *Cleveland Press* now with Paramount. Detroit portion was salute from sister station, WJR Detroit.

There was a half-hour pick-up at 9:30 p.m. from annual Festival of Freedom celebration at Cleveland Stadium.

May Tube Production

MAY production of broadcast receiver tubes totaled 14,575,237 units, according to Radio Manufacturers Assn., compared to 16,181,672 in April. The May output consisted of 7,969,315 tubes for new sets, 3,279,920 for replacement, 3,291,922 for export, 34,080 for Government use.

NAB Votes Network By-law 629-28

Result of Referendum Provides Associate Member Status

THE FOUR national networks for the first time hold simultaneous membership in NAB, but these memberships are associate rather than active as a result of a change in the association's by-laws, effective July 1.

Referendum of NAB's 1,100-odd active members in June brought an overwhelming vote of 629 to 28 in favor of an amendment to the by-laws changing networks from active to associate status. The referendum was the first under new procedure adopted by NAB at its Chicago convention last autumn.

Voting was conducted and audited by Ernst & Ernst, New York accounting firm. Results were transmitted to NAB last Monday. Plans for the referendum were drawn up at the NAB's board meeting May 21-22.

A second referendum is planned in the near future, covering proposals to change the board's line-up to include FM (two), television and facsimile directors-at-large if the class has 25 members. NAB's legal department is completing work on details of the second referendum.

Meaning of By-law

The network membership by-law means that network representatives henceforth can sit on the board only as observers by invitation, unless a network executive is duly elected as a district director or director-at-large while standing as a candidate representing a network-owned station.

Representing networks on the board have been Frank Stanton, CBS; Frank M. Russell, NBC, and Edgar Kobak, MBS. ABC was not a member prior to July 1. Mr. Kobak sat by choice as an observer.

Unless Mr. Russell is elected as representative of one of NBC's-owned stations, he will leave the board following 17 years' service.

The new membership by-law provision requires that in the case of group-owned stations, the lesser station or stations are ineligible for membership unless the larger station or stations (based on dues) is in membership. Associates now include individuals, firms, or corporations engaged in any business or profession connected with broadcasting but not eligible to active membership—but subject to board approval. Associates cannot vote except as members of committees.

According to C. E. Arney Jr., NAB secretary-treasurer, the change in network membership status means a loss of about $30,000 the first year for the association and $45,000 the second, but new memberships are expected to make up the difference. NBC and CBS had been paying about $30,000 annually as actives, MBS less than $10,000. As associates, all four networks will pay $5,000 a year.

Included in the second referendum will be this proposed amendment to the by-laws:

> Directors-at-Large. There shall be 10 directors-at-large, two from large stations, two from medium stations, two from small stations, and one each from FM stations in Class B, FM stations in Class A, television stations, and facsimile stations, provided, that the directorships-at-large from these classifications shall be filled when there are at least 25 active members in such classifications respectively.

Philco Blazes Pioneering Radio Trails

Seeking Leadership In Television And FM

By J. FRANK BEATTY

THERE are few frills at Philco.

Plush would be out of place at the multi-acre collection of fast-producing buildings at Tioga & C, North Philadelphia. Even the executives ride in a freight elevator, squeezed into a corner by trucks and mail carts.

Parallel rows of production lines hum and clatter continuously, but for sheer artistry in humming and clattering there's nothing finer than the emanations from a conference of Philco executives.

A few factory offices have been flossed up a bit, but the only note of luxury is a lunch room for the upper bracket and visitors. Food and fittings are elegant, but the motif is practical, like everything else around the place. Here executives and their guests gather, ostensibly to eat. They eat, and well. And here's the practical note. They also talk—across the table and across the room, and mill about from group to group. That lunchroom adds an hour's time and a half-dozen conferences to the Philco executive's day.

This is the second of two articles on Philco Corp.'s successful use of broadcasting.

Philco has no radio department, as such. No set of carefully documented files can yield a history of company advertising. Nobody knows the Hooper on Bing Crosby, Burl Ives or Don McNeil; nor are the figures available on the premises. No statistician can produce a series of charts showing the cost of reaching 1,000 listeners in Pittsburgh each month of the year, each hour of the day, by each advertising medium.

All that is fancy stuff to James H. Carmine, vice president in charge of merchandising, and John F. Gilligan, advertising manager.

But ask them how many Philco radios were sold in Pittsburgh last year, or how many will be sold this year, and they'll smile knowingly. Ask them again for an answer, an audible answer, and the smiles will persist but not an iota of information will they yield.

Every little fixture, every technique, every operation at Philco has a meaning all its own, or is removed from the premises. If it doesn't make or sell more, or better, Philcos it doesn't belong. Yet despite the fierce activity that pervades the place everything is planned, carefully though hastily planned.

The way Bing Crosby airily tosses off his "Pardon me gentlemen, would you object to a word or two from the Philco man," is deliberately designed, like every feature of the program, to lull the listener into a cozy state of contentment. In that state his resistance to the commercial is at a minimum, or more likely his attitude cordially receptive.

Philco got into radio in the first place after producing storage batteries since 1892 and trickle utilized devices for radio sets beginning in 1923. When RCA came out in the late 20's with a tube that utilized alternating current from a light plug, Philco acted quickly, and hopped up its radio and other advertising. The company sold 96,000 radios in 1928, 400,000 in 1929 and by 1930 was in first place where it has remained and where it plans to keep on remaining.

The radio enterprise was so successful that the company started looking around for a product that would keep its distributors busy during the dull spring radio months. A small refrigerator business happened to be available, and the company went into refrigerators in 1938 with the same zoom that marked its radio efforts. The line has since been extended to home freezing and air conditioning units.

About the time the battery and charger business was rolling along nicely in the mid 20's, the company took up the radio medium on a nationwide basis with the idea of ingratiating its way into the

(*Continued on page 65*)

INTEGRATED merchandising technique used by Philco Corp. to attain leadership in production and sale of radio sets was described in the last issue. This article, second and last in the Philco series, explains how the company became the first spectacular user of radio advertising and what it plans to do in the future. Other articles describing how leading advertisers have attained sales success through radio will appear in future issues.

MERCHANDISING 'DER BINGLE'

TRY IT YOURSELF FOLKS... you'll like it as much as I do!
HEAR BING SING
on The Famous PHILCO "1201"
Try One of These 10 or 12 Inch Records on This New Kind of Radio Phonograph

CROONER CROSBY'S face as well as voice are kept before the public by Philco Corp. in campaigns tied in with broadcast series.

Lift Ban on New Building Construction

Move Expected to Speed Start of Many New Radio Projects

FEDERAL BAN on new construction was abolished under terms of the new Housing and Rent Act of 1947, effective last week.

Radio stations, like all other segments of industry except amusement, entertainment or recreational enterprizes, now are free to plan and go ahead with construction projects without getting a permit from Office of the Housing Expediter.

The 15-month construction ban (VHP-1), formerly enforced by Civilian Production Administration, was lifted Tuesday by Housing Expediter Frank H. Creedon under terms of the new law.

This action opens the way for an enormous backlog of broadcast and television construction and improvement projects. Local boards have turned down many projects under terms of VHP-1, but some have been approved on appeal to the Facilities Review Committee in Washington when it has been shown that the veterans housing program would be negligibly affected.

Since broadcast improvement projects were limited to $1,000—unless, of course, a permit was secured—many important industry expansion plans have been deferred. When the original ban went into effect March 26, 1946, a backlog of some $200,000,000 in projects had accumulated, of which $50,000,000 covered actual buildings. Since that time many important buildings have been authorized by local boards.

Though the national headquarters of CPA, and later OHE, issued frequent policy guides covering the types of structures to be permitted by local boards, varying conditions in the communities affected local decisions on building applications.

A new order on limitation of construction has been issued by Mr. Creedon. It affects only amusement, recreational or entertainment projects. Applications under these categories will be processed in Washington.

In drawing up the order, OHE definitely ruled that broadcasting and television do not come under the "amusement, recreational or entertainment" classification. OHE took the position that broadcasting and television are necessary public functions of an educational type. The word "entertainment" is used in the sense of theaters, dance halls and taverns and actually covers both recreation and amusement projects. OHE took cognizance of the entertainment aspects of broadcasting but drew the distinction between broadcasting and the amusement industries.

The OHE ban does not apply to "radio and television towers and other transmitting and receiving equipment" to be installed in amusement projects.

OHE estimated that the 15-month building ban had delayed more than $2,000,000,000 in construction projects. This figure covers the entire field of business and industry.

In the standard broadcasting field, many new station projects had been delayed because of refusal of local boards to issue permits. FM and television projects have been able to proceed in many cases despite the building ban because grantees have been able to use present plants. Lifting of the ban will permit broadcasters using temporary facilities to go ahead with plans for facilities of a permanent type.

All fires start small!

Legend says a cow kicked over a lantern and Chicago almost burned down.

It has been said a passenger tossed a cigarette over the side . . . and the Morro Castle burned.

They say a careless camper can leave a fire . . . and half of Oregon's forests can be destroyed.

Fire fighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

ITU Hears Plan for Union With UN

600 Delegates From 71 Nations at Meeting In Atlantic City

A CLOSE UNION between the United Nations and the International Telecommunications Union was proposed Wednesday by Garrison Norton, Assistant Secretary of State for Transportation and Communications, in an address before more than 600 delegates from 71 nations at the opening general session of the International Telecommunications Conference in Atlantic City.

Charles R. Denny, FCC chairman, and Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, were elected chairman and vice chairman of the conference. They are also chairman and vice chairman of the American delegation to the three world telecommunications conferences, of which this is the second, and hold the same posts at the International Radio Conference, which began its meetings May 16.

The heads of the 71 national delegations to the ITC have the power to sign the basic treaty which the conference will draft, laying down the general principles of international regulation in the communications field. The treaty will be subject to ratification by the governments.

Last year a short preliminary conference was held in Moscow in preparation for the present meeting. In the entire 44-year history of these conferences, none has ever concluded without reaching an agreement.

The International Telecommunications Conference will revise the existing treaty promulgated at the Madrid Conference in 1932 and consider new business raised by the International Radio Conference. In addition to the technical problems of worldwide allocations of frequencies and their regulation, matters to come before the ITC will include such administrative problems as a set of procedural regulations to be used as a model for future conferences, the basis for admitting countries to membership in the International Telecommunications Union, and the voting system to be adopted.

Proposed Plan Drafted

Pointing out that the conference "cannot fail to consider the question of relationship of the ITU to the UN," which was not in existence at the time of the Madrid Conference, Secretary Norton reported that the UN Economic and Social Council, at a meeting in New York a year ago had asked for a world telecommunications conference to review the organization of ITU and bring it into relationship with UN. A proposal prepared by the UN secretariat to achieve this end will be submitted to the conference, he said.

Plans call for the creation of a permanent secretariat to replace the present bureaus. Administrative and plenipotentiary conferences would be held every four years, with administrative conferences of limited agenda to be called on short notice to consider special problems requiring immediate attention. Boards and committees of experts would be established.

Inability to make decisions between conferences has been one of the greatest handicaps of the present union, Secreary Norton said.

Replying to Secretary Norton on behalf of the other delegates, Guiseppe Gneme, head of the Italian delegation, said they would study the Rio De Janeiro and Moscow proposals and those presented by the various governments regarding ITU's reorganization and its alignment with UN.

Howard Wilson Co. Will Dissolve On August 1

HOWARD W. WILSON CO., station representatives with offices in Chicago, New York, Hollywood and San Francisco, will dissolve effective Aug. 1, it was announced this week in Chicago office.

Organization, which represented approximately 26 stations in the continental United States and seven Canadian stations, has been functioning on a partnership basis of George Wilson and Mrs. Howard Wilson, his mother, since the death of Howard Wilson about two years ago. Mr. Wilson has already informed clients, attributing dissolution of company to the ill health of his mother and a preference to liquidate the company rather than sell it to any other station representative firm.

Takes N. Y. Job

CLARKE R. BROWN, former research director of H. W. Kastor & Sons Advertising, Chicago, and radio director and account executive of Lake-Spiro-Shurman, Memphis, has been appointed media and research director of Harry B. Cohen Advertising, New York. Mr. Brown at one time also was radio director of Olian Advertising, St. Louis.

Lemke Asks 50 mc for FM; FCC Called to Explain Move

TRANSFER OF FM from the 100 mc back to 50 mc band was urged last week by Rep. William Lemke (R-N. D.). He was to present his bill to accomplish the move to the radio subcommittee of the House Interstate & Foreign Commerce Committee at a hearing set for July 8. The hearing was postponed indefinitely late Thursday. The bill was introduced Jan. 20 (H. J. Res. 78) [BROADCASTING, Feb. 3].

Mr. Lemke maintains that the FCC made the transfer from the original assignment against an "overwhelming weight of evidence." He will make this charge directly to the FCC, which is expected to be represented before the group.

It was not known last week when the postponed hearing would be held. The Commission's authorities on the subject were absent—both Chairman Charles R. Denny and Comr. E. K. Jett were at the Plenary session of the International Telecommunications Conference in Atlantic City and were expected to be too involved to be able to attend the hearing. The Committee negotiations were conducted with Comr. Paul A. Walker.

Mr. Lemke told BROADCASTING that he also intends to call Professor Edwin H. Armstrong, FM inventor, before the group to support his bill. Professor Armstrong originally opposed the FCC's change, and has maintained since that the move gravely interfered with the rapid development of FM.

Mr. Lemke holds that the present assignment of FM to the 100 mc band deprives "farmers and rural residents of the opportunity to enjoy the benefits of Frequency Modulation broadcasting." Backing his bill is E. F. McDonald, president of Zenith Radio Corp.

His bill would direct the FCC to reassign FM to the 50 mc band with power assignments "available up to at least the maximum power heretofore assigned to FM at any time."

Mr. Lemke has been a bitter critic of radio, and is expected to take the opportunity of his appearance before the Radio Subcommittee to voice his views on what he calls "slush programs." He has warned that unless radio takes steps to reform itself, Congress will legislate reform.

He has been equally critical of the FCC, charging that it is a "political body," and suggesting that the Commissioners should not be appointed by the President. He has charged also, that FCC's action in moving FM, "knowingly or unknowingly" gave a radio monopoly to the four major networks. This, he concludes, is one reason for the "poor quality" of radio programs today.

Open Coast Branch

MADISON Advertising Co., New York, has opened a West Coast branch at 600 Hobart Blvd., Los Angeles. William M. Ade, has been transferred from the New York office to be vice president of the West Coast operation and Seymour L. Gibson, former assistant to the president of Madison in New York, has been appointed branch manager of the Los Angeles office.

Accord Is Reached On Medium Wave

Would Make 540 kc Available For Standard Broadcasting

AN AGREEMENT on medium-wave allocations has been reached by the Allocations of Frequencies Committee of the International Radio Conference which, if approved by the full conference, will make the 540-kc frequency available for assignment to standard broadcasting. The U. S. delegation opposed any further expansion of the standard broadcast band at the low-frequency end because of possible interference with the international distress and calling frequency of 500 kc, which in effect requires the allocation of 490-510 kc.

Committee agreed that in Europe, U. S. S. R. and India the band could be further widened to allow the 530-kc frequency to be used for broadcasting. France was also permitted to continue to employ the 520-kc frequency on a non-interference basis, together with the distress services.

CBK Uses 540

In the North American continent, the 540-kc frequency is now being used by CBK Watrous, Saskatchewan, 50-kw Canadian station. Present arrangement between the U. S. and Canada provides for Canada to discontinue the use of this frequency when a "substitute broadcast chanel acceptable to the Canadian government is made available for this station." Finding such a channel may prove a difficult job and, if that were accomplished, a regional agreement would have to be reached on the best use of the channel as local, regional or clear. Matter is expected to be a topic for discussion at the North American regional engineering meeting, to be held Nov. 1 in Havana.

Committee has not yet reached an agreement on the upper end of the standard broadcasting band, which France and U. S. S. R. feel should end at 1560 kc, while the other nations believe should extend to 1605 kc, making the 1600-kc band available exclusively for broadcast purposes. The alternative proposals are that the 1560-1605-kc band be shared by broadcasting and fixed services on a basis of equality, subject to the condition of non-interference, or that this 45-kc band be assigned to broadcasting primarily but with fixed services to be admitted by regional agreement, subject to the condition that they not cause harmful interference to broadcasting.

Final committee finding will be presented to the full radio conference, presumably at its next plenary session. Following approval by this conference they will be submitted to the plenipotentiary conference, which has treaty powers, for final ratification.

LET'S GO AMERICA

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

Represented by
PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

Building Permits

PERMITS for two transmitter buildings have been granted by Office of the Housing Expediter, on appeal to the OHE Facilities Review Committee. WWNY Watertown, N. Y., was granted a permit for a $5,042 project. WHBY DePere, Wis., was granted permit for a $14,000 transmitter house.

Reports Sales Up

U. S. TELEVISION MFG. Corp. sales for the second quarter of 1947 will be substantially better than those for the first quarter, UST President Hamilton Hoge told the company's annual stockholders meeting June 24. Earnings for the first three months were $128,404 after allowance for taxes, equal to 40 cents a share, and Mr. Hoge estimated that earnings for the second quarter would be very satisfactory.

ABC CREW handling broadcast of National Open Golf Championship matches in St. Louis was headed by Harry Wismer (extreme l), network's sports director. L to r: Mr. Wismer; Ed Wilhelm, of Maxon Inc., agency for Gillette Co., sponsors of broadcast; Byron Nelson, noted golfer; Maurice Murray, ABC production man from Chicago; Walter MacDonald, Chicago engineer for ABC.

Yes, WBIG-FM soon!

We're BIG

in service tho modest in size —21 years in serving our area, the richest and most populous in all the southeast.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

More Farm Service Is Plea of Ohioans

State Farm Bureau Federation Submits Resolution to FCC

A PLEA for more equitable distribution of radio service between rural and urban sections was submitted to FCC last week in a four-point resolution of the Ohio Farm Bureau Federation.

The Bureau, which is associated with several Ohio FM applications through affiliated groups, said its request was based on a feeling that "farmers of the state and nation are being under-served by the radio broadcasting industry in the designing of their programs primarily for 'the big metropolitan markets.'"

Bureau President Perry L. Green, announcing submission of the resolution, expressed a hope that further consideration will be given to the problem of improved farm coverage when the clear channel hearings reopen, now slated in late September.

The resolution proposed:

1. That an individual with experience and background in agriculture and rural radio be appointed to the FCC to fill the next vacancy.
2. That in accordance with the Communications Act, Sec. 307 (b), the clear-channel waves should be more equitably distributed for rural and agricultural coverage throughout the U. S., instead of being concentrated in, and primarily devoted to, the big metropolitan markets.
3. That 540, 530, and 520 kc should be released by the Government as soon as practical, and made available to such applicants as will provide the best rural radio service within a homogeneous area.
4. That if superpower of more than 50,000 w is granted to any radio station in the U. S., such station shall give a fair portion of its time in each time bracket (8 a.m. to 1 p.m.; 1 to 6 p.m. 6 to 10 p.m.; 10 p.m. to 8 a.m.) to programs and services of a distinctly rural nature.

Editors Prefer

NUMBER ONE interest of editors in 10 western states is for news and pictures of home town audience participation contestants according to a survey of the publicity department of ABC Western Division. 181 editors wanted this type of news and 154 of them also wanted pictures. Fashion mats and a weekly column of general radio news ranked third and fourth, respectively.

Cheaper FM Sets

LOWER-PRICED FM receivers are foreseen as a result of the FCC's proposal to modify the allocation plan for FM station assignment, which in effect would double the frequency separation between adjacent stations in the same area, according to R. E. Dome, electrical consultant of General Electric's Receiver Division. Mr. Dome said that field tests made under broadcasting conditions indicate that doubling FM frequency spacing from the present 400 kc to the proposed 800 kc would permit reduction of the number of tuned circuits from eight to about four.

"Birmingham is a Disk Jock's Paradise"

...WAPI KNOWS WHY!

"BIRMINGHAM IS A DISK JOCK'S PARADISE." So says Variety. And with good reason. One of its reporters checked the popularity of 86 platter shows in nine major markets, discovered that Birmingham record programs rack up an average rating of 7.3. That's 300% *higher* than the overall average in the eight other cities.

Variety wound up its story with the comment: "The survey makes no attempt to analyze why Birmingham, of all places, likes its platter spinners."

Station WAPI is the answer.

For more than a quarter-century, WAPI has broadcast the kind of radio fare Alabama listeners like—the big name shows of CBS... more local live talent originations than any other competing station... *and* record programs that build healthy Hoopers. Like these:

TITLE	TIME	AVERAGE ½-HOUR RATING DEC.-APR. HOOPER
ROUND-UP TIME	8:15-9:30 A.M.* MON. THRU FRI.	9.5
ALABAMA HAYLOFT JAMBOREE	3:30-4:30 P.M. MON. THRU SAT.	7.0
MATINEE IN BIRMINGHAM	4:45-5:30 P.M. MON. THRU SAT.	8.9

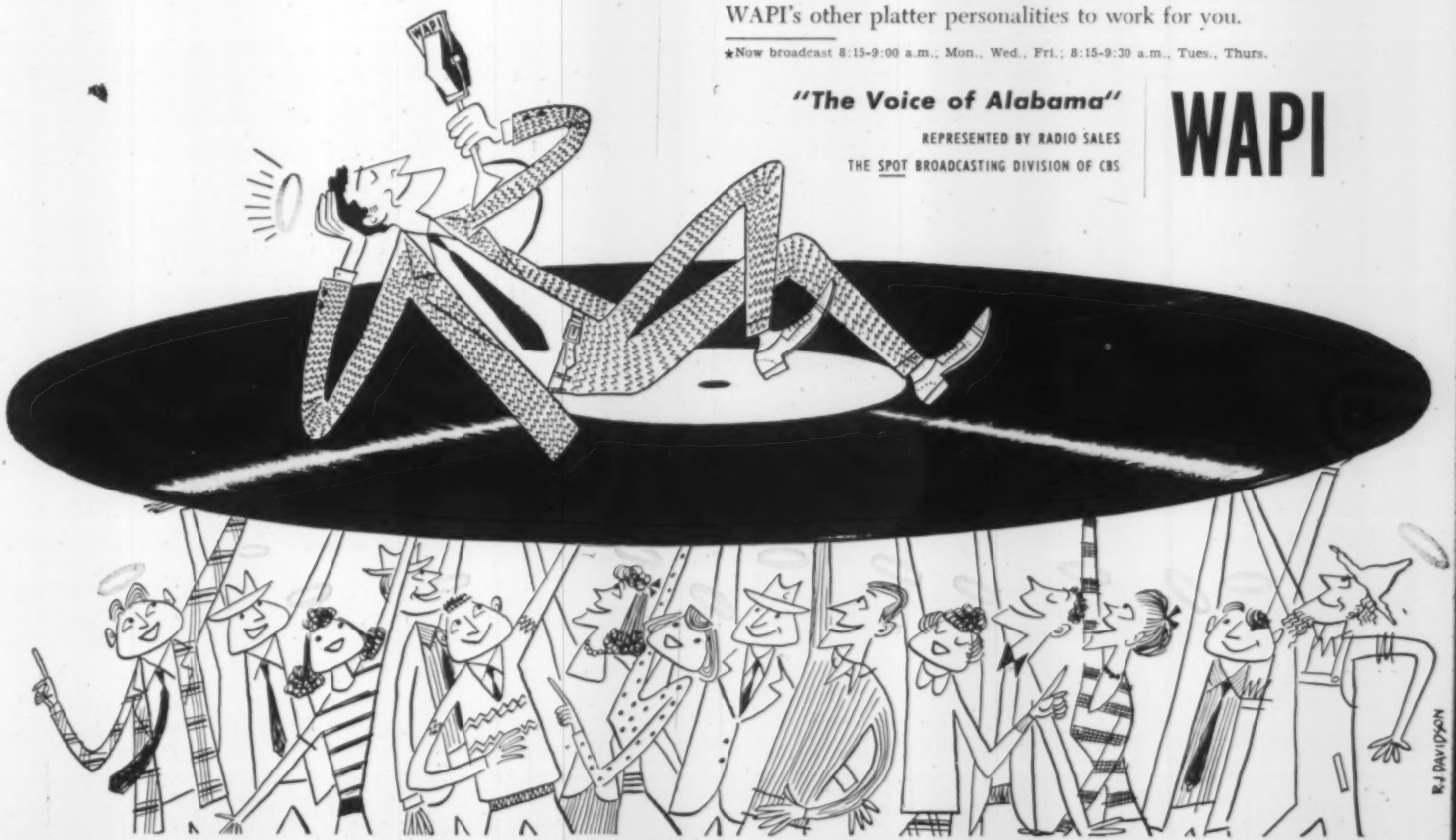
On Monday, September 8, the average rating for disk jockeys in Birmingham is scheduled to start climbing to a new high. That's the night WAPI will bring listeners the first edition of the new Tommy Dorsey Show (11:00 p.m. to midnight). To jockey your product to first place in Birmingham, call WAPI or Radio Sales... and get Tommy Dorsey or one of WAPI's other platter personalities to work for you.

★Now broadcast 8:15-9:00 a.m., Mon., Wed., Fri.; 8:15-9:30 a.m., Tues., Thurs.

"The Voice of Alabama"

REPRESENTED BY RADIO SALES
THE SPOT BROADCASTING DIVISION OF CBS

WAPI



Here's the SCORE...

WFBL Leads with an Average Rating of 6.21 for all 40 Quarter Hour Daytime Periods...IN SYRACUSE

8 A. M. to 6 P. M. — Monday through Friday!

Station B — 5.65	**Station D — 2.66**
Station C — 3.82	**Station E — 1.85**

WFBL Leads in 24 of the 40 Quarter Hour Periods...

Station B in 12 periods	**Station D in 1 period**
Station C in 4 periods	**Station E in None**

WFBL and Station D tied in first place in one period.

ASK Free & Peters to show you complete Hooper Measurements of Radio Listening Audiences for Winter-Spring. It shows WFBL *FIRST* in total rated periods, and share of audience *day* and *night!*

WFBL IN

CBS Affiliate 5000 Watts

in SYRACUSE, N. Y.

HOOPER MEASUREMENT OF RADIO LISTENING

Winter-Spring Report **SYRACUSE, N. Y.** *December thru April*

Time	Sets-in-Use §§	Rating WFBL §§ §	Rating Station "B" §§ §	Rating Station "C" §§ §	Rating Station "D" §§ §	Rating Station "E" * §§
8:00	13.5	4.1	4.7	3.3	1.4	
		4.8	4.1	2.6	1.3	0.2
8:15	12.5	5.4	3.5	1.9	1.1	
8:30	15.4	5.5	5.2	2.8	1.1	
		5.3	5.0	2.4	1.0	1.4
8:45	13.5	5.1	4.8	2.0	0.8	
9:00	14.1	2.8	8.5	1.4	0.8	
		3.4	9.9	2.1	0.7	1.2
9:15	19.4	3.9	11.3	2.7	0.6	
9:30	16.2	3.4	10.0	2.2	x	
		4.2	10.0	2.4	0.9	1.0
9:45	19.7	4.9	9.9	2.5	1.8	
10:00	18.5	4.7	9.9	1.3	2.3	
		3.9	8.8	1.8	2.3	1.1
10:15	16.0	3.1	7.6	2.2	2.2	
10:30	17.8	5.2	4.9	4.9	2.2	
		4.1	4.7	6.0	2.8	0.6
10:45	17.7	3.0	4.4	7.0	3.3	
11:00	18.2	5.7	6.4	4.5	1.3	
		6.3	7.1	5.5	1.4	0.3
11:15	22.5	6.8	7.7	6.5	1.5	
11:30	19.0	6.3	5.9	5.0	0.9	
		8.1	6.1	4.6	1.4	1.6
11:45	23.0	9.9	6.2	4.1	1.9	
12:00	27.8	13.2	8.4	4.4	1.5	
		12.2	5.9	7.0	2.2	0.7
12:15	27.3	11.1	3.3	9.5	2.8	
12:30	26.7	11.2	7.1	2.8	5.3	
		10.6	6.9	2.9	3.9	1.0
12:45	22.8	9.9	6.6	3.0	2.4	
1:00	24.2	8.5	7.8	1.1	5.1	
		9.4	5.8	2.4	4.8	1.9
1:15	22.7	10.3	3.8	3.6	4.4	
1:30	19.1	9.1	4.3	2.7	2.1	
		8.6	3.6	2.7	2.1	1.3
1:45	16.3	8.1	2.9	2.6	2.1	
2:00	15.1	9.1	2.0	1.7	1.4	
		8.7	2.4	2.4	3.3	1.2
2:15	19.7	8.2	2.7	3.0	5.2	
2:30	15.5	5.1	3.3	2.1	4.1	
		5.2	3.9	2.8	4.7	1.2
2:45	19.0	5.3	4.4	3.4	5.3	
3:00	20.5	7.5	7.0	3.9	1.2	
		6.3	7.0	3.1	2.1	1.7
3:15	18.3	5.1	6.9	2.3	2.9	
3:30	15.8	4.3	5.8	3.6	1.8	
		5.4	5.5	3.7	2.1	0.3
3:45	18.2	6.4	5.2	3.7	2.4	
4:00	17.2	8.3	2.1	4.0	2.2	
		7.0	2.6	3.7	1.9	1.0
4:15	14.3	5.6	3.1	3.4	1.6	
4:30	18.8	5.1	4.0	4.0	4.3	
		5.0	4.6	4.1	2.8	1.5
4:45	15.6	4.8	5.1	4.2	1.2	
5:00	18.6	2.0	5.1	7.9	2.5	
		2.5	5.1	7.5	2.9	0.9
5:15	18.6	3.0	5.0	7.1	3.2	
5:30	15.9	2.2	4.1	5.5	3.8	
		3.3	4.1	4.7	2.7	1.6
5:45	15.6	4.4	4.1	3.9	1.6	

*Station E measurements based on interviewing conducted since February 3, 1947, and are submitted as indicative only.

§ These ratings cover each half hour, as indicated, based on a sample exceeding 600 homes called and, therefore, acceptable as conclusive.

§§ Based on a sample of less than 600 homes called and, therefore, submitted as indicative but not conclusive.

SYRACUSE

The Number One Station

Should Radio Give Race Results?

Stations Must Consider Several Factors In Deciding

By JEREMIAH COURTNEY

WWDC's recent action in filing with the Federal Trade Commission a complaint of unfair competition against a Washington area station broadcasting horseracing results sharply focuses attention on the question of the advisability of any broadcast licensee's devoting a large segment of the broadcast day to such programs. Regardless of the action which may be taken upon the complaint by the Federal Trade Commission, there are a number of important factors which it would be well for all licensees to consider when dealing with the questions of the acceptance or handling of such programs.

The legal considerations include the following:

(1) Bookmaking is illegal in 47 of the 48 states and the District of Columbia. (Nevada alone licenses off-track gambling by statute. Twenty-seven other states have authorized horse-race betting within race-track enclosures, but the term "bookmaking" does not apply to these legalized activities.)

(2) Dissemination of racing news, including results, is not illegal; nor does knowledge of the fact that information is furnished to bookmakers make such dissemination unlawful.

(3) Although the dissemination of racing news is not illegal, telegraph and telephone common carriers will generally not be required by the courts to furnish to disseminators of gambling information transmission facilities, if the common carrier refuses to do so.

(4) Cases upholding the common carrier's refusal to furnish facilities to disseminators are based on the close connection existing between the disseminator and the recipient of the gambling information sought to be transmitted.

Legal citations abound in profusion for the support of the foregoing propositions and a classic example of the usual judicial reasoning is to be found in the law of the very state in which WGAY, the station broadcasting the horseracing programs complained of, is located (Howard Sports Daily, Inc. v. Weller, 179 Md. 355, 18 A. 210):

> It was insisted that the transmission of sports news does not violate any law of the State merely because a recipient of it puts it to illegal use, and that consequently no evidence of illegal activities on the premises of customers should have been produced against the appellant. Harry E. Bilson, secretary and treasurer of the appellant, asserted that while he had executed the contracts with the customers, he had never visited their places of business, and professed ignorance of the character of their operations. But it is well settled that a telegraph company has the right to refuse service which is connected with illegal operations. The company may refuse to render such service, not only where such action would subject it to prosecution as a participant in the illegality, but also where it would have the effect of promoting illegality, even though the company might not be liable to punishment for rendering the service.

It will be seen from the foregoing summary that the wire lines disseminator of racing news for gambling purposes occupies an unique borderline legal position. He is not subject to criminal conviction simply because he has furnished a bookmaker information used to carry on an illegal business; but he is not like other citizens in the sense that the courts will not help him to carry on his business by forcing the telegraph or telephone common carrier to supply him with the facilities required for the transmission of his racing news.

Suggests Other Questions

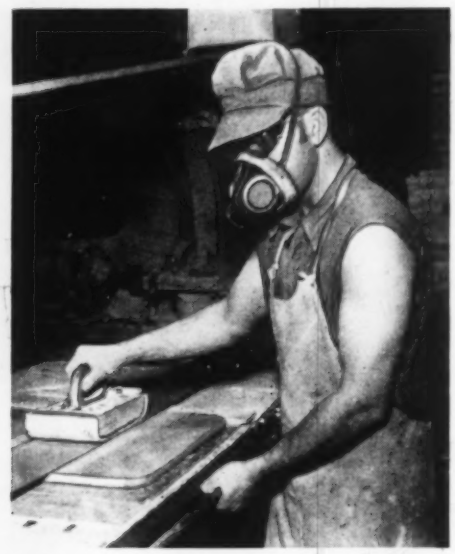
Assuming that it can be proved that afternoon-long instantaneous broadcasts over a radio station of horse-racing results are used for gambling purposes, then the unique position at law which the racing news wire-line disseminator has earned himself immediately suggests two all-important questions:

(1) Even though the broadcasting of afternoon-long horse-racing news and results be not illegal, is it "a method of competition which casts upon one's competitors the burden of the loss of business unless they will descend to a practice which they are under a powerful moral compulsion not to adopt,

(*Continued on page 28*)

Mr. Courtney is a member of the Washington radio law firm of Courtney, Krieger & Jorgensen. He was formerly Assistant General Counsel in charge of the FCC's Safety and Special Services Division. Prior to his resignation from the FCC in July, 1946, he was in charge of the FCC wartime investigation into the extent of telephone and telegraph facilities used for the collection and distribution of horse race gambling information.

Mr. Courtney



Market Index No. 1

Industrial employment is the most important index of most markets. And, in the Nashville retail trade area industrial employment through March 1947 was 8.9% higher than during the first quarter of 1946. That's one reason why the Nashville market area can give rich returns for your sales effort. So, start now to put your message across—via the large audience in this area who tune to favorite programs broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 KC

AMERICAN
MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

You can't cover California's Bonanza Beeline without on-the-spot radio

To California's great central valleys, add the neighboring Reno corner of Nevada—and you sum up a sales manager's dream! This is the bonanza Beeline market, whose prosperous people annually spend more on retail purchases than *all San Franciscans and all Seattleites combined.*

But don't expect outside radio to sell here. Because, east and west, the Beeline is bordered by high mountains that hinder outside radio signals. Effective radio coverage comes only from on-the-spot radio.

The five BEELINE stations are right *in* the Beeline's big selling centers. Buy all five for complete coverage of this 2 Billion Dollar market . . . or buy them individually as you choose. For instance, on Fresno, note what figures based on BMB reports say about KMJ: a daytime-nighttime average rating of 93.5% for the home-county audience.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Race Results

(*Continued from page 26*)

even though it was not criminal" as the United States Supreme Court has characterized a manufacturer's distribution of candy, under a sales plan whereby prizes were given with some of the pieces, in holding the sales plan to be an unfair method of competition.) (Federal Trade Commission v. R. F. Keppel & Bro., 291 U.S. 304). This is the precise question raised by the WWDC complaint with the FTC, not here discussed.

(2) Even though the broadcasting of afternoon-long horse-racing news and results be not illegal, will such programs continue to qualify such stations for the renewal of their FCC license as operations in the public interest?

The importance of this second question to all those now carrying, or who may in the future contemplate carrying, such programs merits the closest kind of examination of the question whether such programs are used for gambling purposes. The question, it should be emphasized, is not whether such programs *may be* used for gambling purposes, but whether they in fact *are* so used. For if the all-important link to the illegal activity of bookmaking is not clearly established, then it must be assumed that the broadcasts come under the category of news. While no station license should therefore be jeopardized without specific proof that the information broadcast is used for gambling purposes, the following factors warrant consideration in estimating the quantum of proof that may be required.

How Radio Is Used

(1) Prompt results of races run are indispensable to large scale bookmaking. For that purpose, a nation-wide telegraph network is employed to disseminate the results of all major tracks throughout the country, with "drops" in many cities. But in some cities no telegraph wireline drop is available for bookmaker use. Instantaneous radio results in these cities fills the gap that might otherwise exist in the bookmaker's business needs.

(2) Instantaneous reporting stimulates betting on the part of the public. The bettor who has won his initial bet generally expands his play in the light of his winning. The bettor who has lost his initial bet often tries to recoup his losses by further and larger betting. In either event, the bookmaker's play is increased if the bettor knows promptly whether he has won or lost. And a rapid-fire radio results program certainly helps.

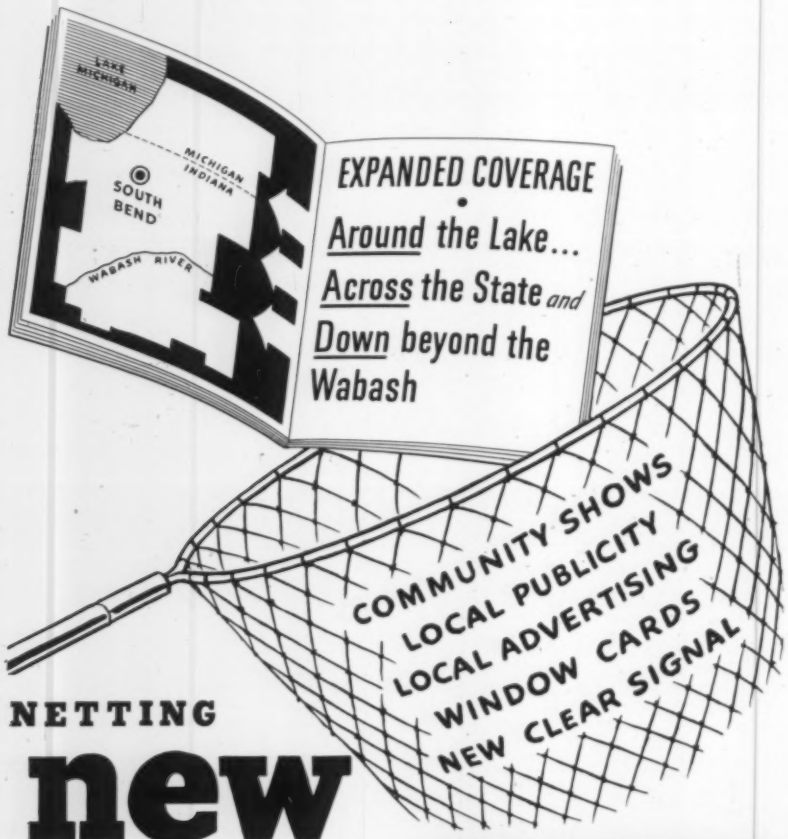
(3) The FCC is fully aware of the important roles instantaneous communications play in the bookmaker's business through the testimony adduced on the nation-wide telegraph racing information network above referred to, at the hearings on the Postal-Western Union merger; and through the FCC's own wartime investigation for the Board of War Communications, pursuant to FCC Order No. 117, into the telegraph and telephone facilities used for the collection and distribution of gambling information.

(4) Racing programs of the type complained of themselves appear to recognize the need for instantaneous reporting service, usually breaking into recordings to give the latest result and the price paid by the winner, second and third place horses, a practice normally reserved for local or national news stories of extraordinary importance and timeliness.

(5) The length of these racing programs, usually of several hours duration, offers another indication of the special needs of the audience to which these programs are presumably directed. (Of course, a single broadcast of a feature race like the Kentucky Derby, for example, with its result, would be subject to none of these criticisms.)

Serious Question

The combined impact of the foregoing considerations may serve materially to reduce the quantum of specific proof necessary to convince the FCC that such programs *are* used for gambling purposes. Add to that important consideration the disfavor in which the FCC has expressly viewed such programs when considering the FM applications of AM licensees carrying such programs, together with the program imbalance these afternoon-long racing programs inevitably cause, and it is not hard to see why the acceptance and manner of handling these racing programs raise very serious questions for the station licensee's decision.



NETTING
new
AUDIENCES

WSBT is bringing thousands of *new* listeners into its loyal audience. These newcomers are welcomed by friendly promotion in their own communities. WSBT was a good buy at 1000 watts. Now, at 5000 watts, it's unbeatable.

WSBT
SOUTH BEND

NOW 5000 WATTS!

960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

2 of the 1,900,001* Philadelphians who get up early

Stuart Wayne, Esq. gets up at break of day, so that he can get to KYW at 7 AM for his ever-popular 2-hour "Musical Clock." Broadcasting news, weather reports, correct time, and public service announcements every 5 minutes, he fills the intervals with pleasant music, good-natured comment. Mail response is heavy, as is sales response for participating sponsors.

Peter Roberts, Esq. arises even *earlier*.. for thousands of listeners are ready and waiting to hear him on the KYW "Morning Salute," 6 to 7 Monday through Saturday. Farmers, suburbanites, city dwellers say that Roberts' voice helps start the day off right.. and participating sponsors share the sentiment. Station breaks and spots available.

* How come 1,900,001? Well, we figure that 95% of the people get up before 9. In Philadelphia alone, this makes 1,900,000. In addition, KYW's Sales Manager has been up early *and* late, preparing interesting data on "Morning Salute" and "Musical Clock." This information will be forwarded to you at the drop of a post card, or see NBC Spot Sales.

KYW

PHILADELPHIA • 50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC • WBZ • WBZA • KDKA • WOWO • KEX • KYW • National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

KMED Competing Bidder Approved

FCC Invokes Avco Rule Auction Provisions In Oregon Case

IN THE FIRST decision of its kind, FCC proposed last week to approve the sale of a station to a competing bidder under the Avco Rule's "auction" provisions, rather than to the original "purchaser."

The proposal looks toward approval of transfer of KMED Medford, Ore. (1440 kc, 1 kw fulltime), from Mrs. W. J. Virgin to Medford Radio Corp., a new company which matched Gibson Broadcasting's earlier offer of $250,000 cash and $20,900 in stock to Mrs. Virgin. The transaction includes an FM permit.

FCC based its decision on grounds that Medford Radio, composed of local residents, is more likely to serve the community's broadcast needs than Gibson Broadcasting, principally owned by a nonresident.

Luther E. Gibson, licensee of KHUB Watsonville, Calif., controls Gibson Broadcasting and was its sole owner when he negotiated the original $250,000 purchase contract with Mrs. Virgin in April 1946. FCC noted that after this offer was matched by Medford Radio, Mr. Gibson transferred to Mrs. Virgin 209 shares of stock (33.5%, par value of $20,900), thus reducing his own ownership to 66.5%. Medford Radio then offered, in event its application was granted, to transfer a like amount of its own stock to Mrs. Virgin.

The Commission's decision to deny transfer to Gibson Broadcasting and approve it to the rival applicant would not—if made final after oral argument—require Mrs. Virgin to sell to the new firm. Under the Avco Rule, she will be allowed 30 days in which to complete arrangements with the approved transferee if she wishes to sell to that company. If she prefers not to sell to the company approved by the Commission she must retain the station or seek another purchaser.

FCC noted that there are "minor differences" in the two offers to Mrs. Virgin, "including the fact that Mr. Gibson has offered to personally endorse the notes representing the balance due on the purchase price, while no similar guarantee has been made by the stockholders of Medford Radio Corp." But these, FCC said, are matters which may be settled by negotiation, "if [the parties] desire to do so, during the 30-day period . . ." The decision added:

The Commission's sole concern herein is the determination of which applicant is best qualified to operate in the public interest and, having made this determination in favor of Medford Radio Corp., it is now wholly a matter for the present licensee to determine whether or not she desires to assign the license and construction permit to the preferred applicant at the price agreed upon and upon what specific conditions.

Explaining its preference for local owners—a favorite yardstick of the Commission in passing upon mutually exclusive applications for new stations—FCC noted that with the exception of Mrs. Virgin, none of the stockholders or officers of Gibson Broadcasting is now or will become a resident of Medford.

(Mr. Gibson, the only other stockholder, would spend two days a month there. John A. Bohn, his attorney and an officer but not a stockholder, has made "five or six trips" to Medford and would spend about 25% of his time there if transfer to Gibson were granted, FCC said. Mrs. Medford, as one-third owner, would advise on local matters and programming, and "be guided by Mr. Gibson's wishes" concerning amount of time she would devote to station operation.)

Owned by Residents

FCC pointed out that Medford Radio "is owned by eight individuals, all of whom have been long-time residents of Medford and have been actively identified with its civic and community life." They are:

Glen L. Jackson, businessman and an officer and 10% stockholder of KWIL Albany, Ore., president; Alfred S. V. Carpenter, vice president, and Eugene Thorndike, orchard operators; H. S. Deuel, associated with several business enterprises, treasurer; Otto J. Frohnmayer, attorney, secretary; John R. Tomlin, businessman; B. E. Harder, retired businessman; and John P. Moffat, department store manager. Mr. Tomlin owns 20%; Messrs. Harder and Mofat 6.66% each, and the others 13.33% each. A rearrangement of the stock set-up would be necessary if transfer to Medford Radio is completed, in view of the offer of a stock interest to Mrs. Virgin.

Medford Radio proposed to employ Harold McKenna Byer, sales manager of KWIL, as general manager. The station is an NBC affiliate.

The purchase contract and matching offer called for a $10,000 escrow deposit, $52,500 payable upon FCC approval, and the remaining $187,500 payable at $2,000 a month starting one year after FCC approval.

Since the plan of opening station sales to public bidding was evolved in FCC's famed Avco Decision [BROADCASTING, Sept. 10, 1945], there has been no parallel of the KMED decision. The nearest approach was in Monroe B. England's $150,000 sale of WBRK and WBRK-FM Pittsfield, Mass., in the fall of 1945 [BROADCASTING, Oct. 14, 1945].

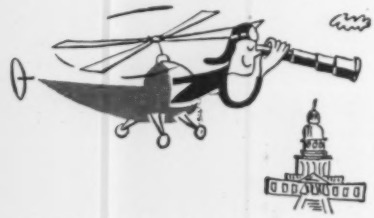
In that case the transfer was approved to the competing bidder, Leon Podolsky, but under different circumstances. The original bidder, Western Massachusetts Broadcasting Co., had indicated a willingness to assign its contract if it could get a new-station grant—and simultaneously with approval of the transfer to Mr. Podolsky, FCC authorized Western Massachusetts to construct a new station (WBEC).

Robert McCormick

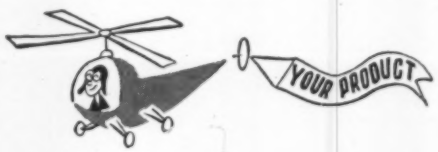
Personal Washington Representative

ROBERT MCCORMICK, in a special March Hooper Co-Incidental survey, received a 4.9 rating for thirteen cities—solid proof that his concise reports and experienced interpretations of the news continue to build big audiences. And stations in other areas report listening averages double this rating.

ROBERT McCORMICK—Washington newsman for 16 years, columnist, and war correspondent—knows the Capital from the White House down, and knows the news from headlines down through the people who make them.



Each Monday through Friday afternoon, at 1:30 EDT, Robert McCormick's news analysis program originates in Washington—highlighting the morning's news events . . . anticipating the afternoon's developments.



Available for local sponsorship on many of the NBC stations which carry his stimulating program, he can be, in full effect, the Washington representative for your local client's advertising.

Get details of how Robert McCormick may be signed for your own sponsors—two, three or five days a week—from NBC, New York.

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A service of Radio Corporation of America

TOT TIME TO 'TEEN TIME on WOAI

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST ----

The younger generation receives full attention from WOAI. Whether the youngsters are tots or in their 'teens, they enjoy programs specially selected to attract them. And these programs are prepared with careful attention to their effects on the minds of the young. It is entertainment—but entertainment coupled with stimulating instruction. Enthusiastic response has shown that the tots and 'teen-agers look forward eagerly to their programs over WOAI.

WOAI is the only 50,000 watt, clear channel broadcasting station serving the whole of central and south Texas.

WOAI *San Antonio*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS *Clear* **CHANNEL**

BMB provides further

By any standard, day or night, NBC is America's No. 1 Network

...and the higher the standard, the greater is NBC's superiority

For the first time, a research organization supported by the entire industry has measured—on a uniform basis—the number and location of all radio families comprising the weekly listening audience of each U. S. radio station and network.

In those counties where 75% or more of the radio families listen to any of the four major networks "one or more times a week," NBC leads by a wide margin—ranging from a 33% advantage over Network "A" at night to a 322% advantage over Network "C" in the day.

The charts opposite present a comparative picture of listening based on this high standard of 75% *and over*—a much more significant basis for comparison than any lower level. However, even on the minimum basis of 10%, NBC has a dominant advantage over all other networks.*

How much more? Audience figures released by BMB are based on listening "one or more times a week." How much more do people actually listen to NBC? Facts on that subject and many others are included in NBC's detailed booklet on the BMB survey to be issued shortly.

**Complete results of this survey are contained in "Network Area Report" recently published by the Broadcast Measurement Bureau. The only total audience figures shown in this report are based on the level of 10% and over: Nighttime; NBC—31,127,940; Network "A"—27,680,570; Network "B"—22,056,690; Network "C"—19,761,830. Daytime; NBC—27,888,770; Network "A"—25,261,730; Network "B"—21,557,990; Network "C"—19,160,260.*

AMERICA'S NO. 1 NETWORK

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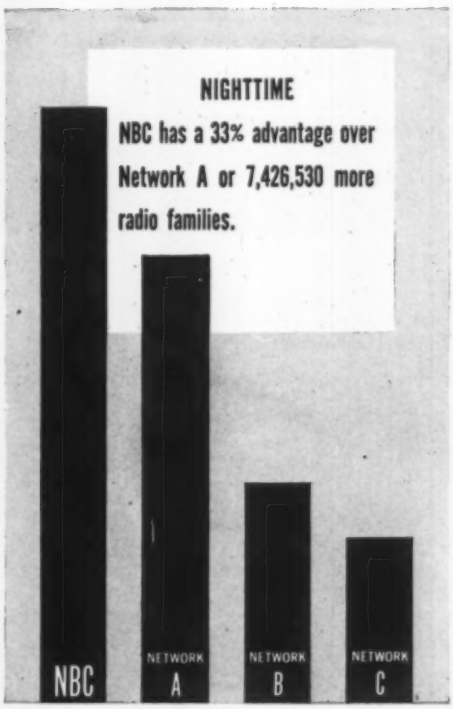
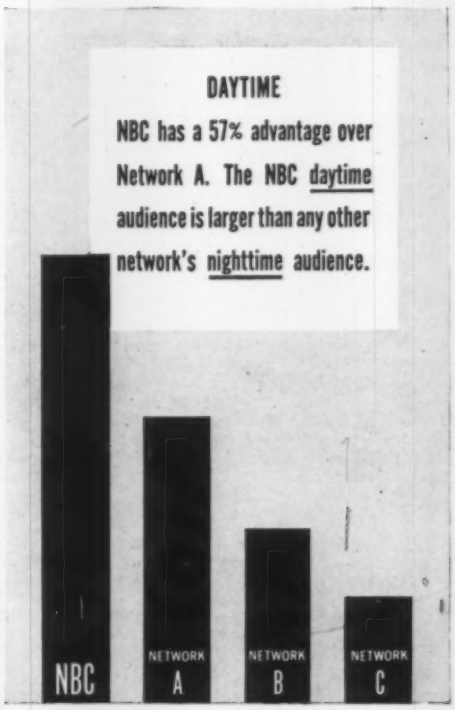



DAYTIME
NBC has a 57% advantage over Network A. The NBC daytime audience is larger than any other network's nighttime audience.
NBC
NETWORK A
NETWORK B
NETWORK C

Audience in counties where 75% and over of the radio families listen "one or more times a week."

	NIGHTTIME		DAYTIME	
	AUDIENCE	% OF TOTAL U. S. RADIO FAMILIES*	AUDIENCE	% OF TOTAL U. S. RADIO FAMILIES*
NBC	30,116,240	89%	22,856,940	67%
Network A	22,689,710	67%	14,558,050	43%
Network B	12,716,480	33%	9,003,670	26%
Network C	8,499,130	25%	5,421,670	16%

**Total radio families January 1946—33,998,000 as estimated by BMB. A more recent survey indicates that as of January 1947 there were 35,900,000 radio families or 93% of all U. S. families.*

NBC

A Service of Radio Corporation of America

. . . the National Broadcasting Company

WGTM WLVA WSLS Get Power Increase, Lower Frequency in FCC Decision

ACTING in the complicated, long-pending Virginia-Carolina cases involving 590 and 610 kc, FCC handed down a proposed decision last Tuesday looking toward regional assignments for three existing stations and establishment of a new fulltime local at Roanoke.

The proposed grants:

WGTM Wilson, N. C.—Change from 1340 kc with 250 w to 590 kc with 5 kw, fulltime. Subject to filing and approval of application for modified daytime directional antenna plan.

WLVA Lynchburg, Va.—Change from 1230 kc with 250 w to 590 kc with 1 kw. Conditioned on giving daytime protection to WGTM, and to filing of application covering separate directional antenna plans for day and night.

WSLS Roanoke, Va.—Change from 1240 kc with 250 w to 610 kc with 1 kw. Subject to filing application covering separate directional systems for day and night.

Virginia Broadcasting Corp.—New Roanoke station on facilities to be given up by WSLS. Subject to filing of application for these facilities, and to their being vacated by WSLS. Virginia Broadcasting had applied for 610 kc with 1 kw, but FCC concluded WSLS was entitled to preference on the strength of its past record.

Two other applications in the proceeding were given proposed denials. They were WGBR Goldsboro, N. C.'s request to move from 1400 kc with 250 w to 590 kc with 5 kw, and WFTC Kinston, N. C.'s application for the same regional facilities in lieu of its present 250-w operation on 1230 kc. Among the three Carolina applicants, FCC preferred WGTM on grounds that its proposal would serve a larger population, day and night, than would either WGBR or WFTC.

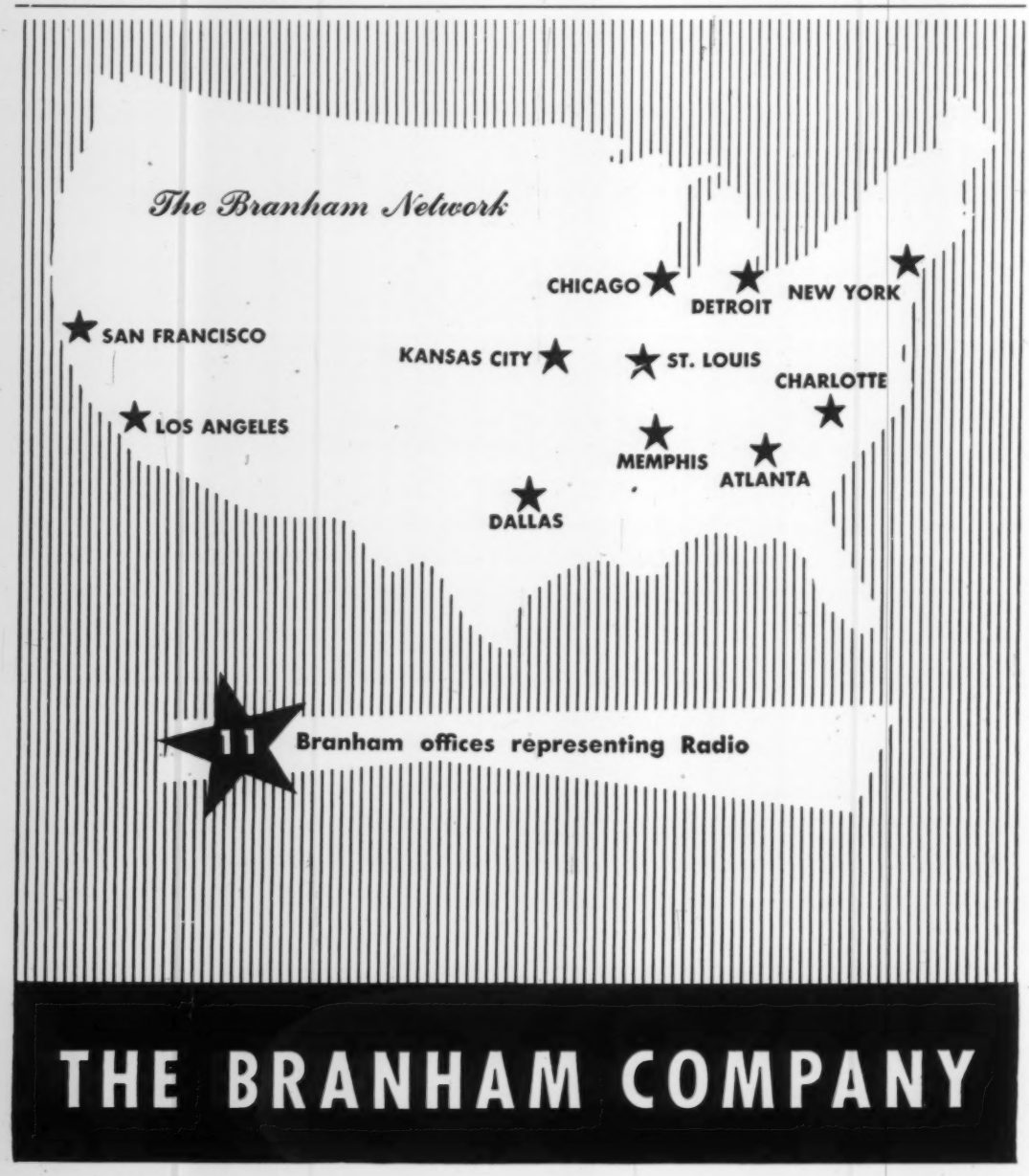
Four of the six applicants—the three Carolina stations and WSLS—originally applied for 590 kc, with WLVA and Virginia Broadcasting seeking 610 kc. On this basis, FCC noted, only one grant could have been made on each frequency.

During hearings, however, WSLS and WLVA submitted alternate proposals relating to possible operation on either frequency, and other applicants suggested modifications of their own original proposals in order to give greater protection to the other applicants.

These modifications and alternate proposals, FCC pointed out, made possible the granting of three of the regional requests, instead of only two. Effectuation of the modifications is a part of the conditions specified with the proposed grants. The applications for them must be filed and approved within 60 days.

Carleton D. Smith, general manager of NBC's WRC Washington, is 15% stockholder of Virginia Broadcasting Co., proposed grantee for the Roanoke local assignment. He is a former resident of Roanoke. Other stockholders:

Randolph G. Whittle, Roanoke attorney and Juvenile Domestic Court Judge, president and 22½%; D. J. Boxley, Roanoke businessman, vice president and 12½%; W. C. Barnes, president and 45% owner of WMBA Martinsville, Va., secretary and 25%; J. T. Cunningham Jr. and H. L. Lawson Jr. (treasurer), Roanoke businessmen, 12½% each. NBC affiliation is contemplated. Mr. Barnes, businessman and publisher of Martinsville's only daily paper in addition to his interest in WMBA, would supervise operation of the proposed new Roanoke station. FCC reported. John W. Schultz, now general ganager of WMBA, would be general manager of the Roanoke operation.



Coast Ventura Co. Wins FCC's Favor

Gets Proposed Grant for 250-w Station in 3-1 Decision

IN A THREE-TO-ONE decision announced Monday FCC proposed to grant application of Coast Ventura Co. for new station at Ventura, Calif., on 1450 kc with 250 w power and unlimited hours. The Commission would deny competing application of Ventura Broadcasters Inc. Comr. Ray C. Wakefield voted for a grant to Ventura Broadcasters and denial of the Coast Ventura application because of greater ownership-operation integration.

The majority, consisting of Comrs. Clifford J. Durr, Rosel H. Hyde and Paul A. Walker, favored Coast Ventura because of greater local residence and "the assurance which such residence provides of familiarity with local conditions and problems." The report stated four of the six stockholders—representing 60% ownership — are long-time residents of the area and while they will not devote full-time to the station they will participate actively as directors and, in addition, have specific operation functions.

Ownership of the proposed grantee: Edward Henderson, life-long resident of Ventura County and attorney, president and 20% owner; Carrol R. Hauser, licensee of KHUM Eureka, Calif., who will move to Ventura as general manager and technical director, taking part time for KHUM, secretary, 30%; James W. and Jennie H. Dodge, ranching and farming (Mrs. Dodge is theatre operator at Oxnard, four miles away, where she and husband live), directors 20% (jointly owned); Charles E. Stuart, Ventura dentist and a local resident of long standing, also holder of amateur and commercial operator's licenses since 1914, 20% owner; Robert M. Werner, in radio programming and production since 1936, who will move from Los Angeles to Ventura to be station's program director and studio manager, 10% owner. Mr. Stuart for six years has been engaged by Chinese government to receive overseas shortwave broadcasts and relay them to domestic offices of Chinese News Service. He is expected to take active interest in policies and operation of station. Mr. Dodge will serve as advisor on agricultural problems.

Ventura Broadcasters is headed in ownership by Bert Williamson, vice president (50.5%), who has been assistant manager and chief engineer of KTKC Visalia, Calif. Mr. Williamson would move to Ventura as general manager. His assistant chief engineer at KTKC, Lyman Treaster, is secretary-treasurer and 7.5% owner. Mr. Treaster would be new station's chief engineer. Remaining interest is divided among six individuals.

KTBC Transfer

CONSENT was granted by FCC last week to assignment of license of KTBC Austin, Tex., from Claudia T. Johnson, sole owner, to Texas Broadcasting Corp. of which Mrs. Johnson is president and owner of 398 of 400 shares class A stock and all 100 shares class B stock.

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When it's Memphis you **want** . . . . . .
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WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

11 Cleveland FM Applicants Are Given Proposed Grants

GRANTS for all 11 FM applicants in the Cleveland-Akron-Elyria area were proposed by FCC last week.

The proposed decision would put eight Class B stations in Cleveland, two in Akron, and a Class A outlet in Elyria. Construction costs estimated by 10 of the 11 applicants aggregated $1,028,000, including AM installation or improvement costs in two cases.

All of the applications were for Class B stations. FCC noted, however, that a Class B grant at Elyria would deprive Cleveland of one of its eight allocated channels and require denial of one of the Cleveland applications. On the other hand, the Commission said, a Class A station would serve Elyria satisfactorily. The Elyria applicant had indicated willingness to accept a Class A grant on that condition.

FCC concluded that the requests of three of the Cleveland applicants —WHK WTAM WGAR—for power above 20 kw and antenna height above 500 feet should be denied. Its grounds were that interference to other stations would be likely, that the extra power would not serve rural areas not served otherwise, and that normal maximum power will serve Cleveland and its trade area satisfactorily.

The applicants and assignments proposed for them:

CLEVELAND

United Broadcasting Co. (WHK)—100.7 mc (Channel 264); 20 kw effective radiated power; antenna height 500 feet above average terrain.

NBC (WTAM)—105.7 mc (No. 289); 20 kw; 500 feet or equivalent coverage.

WJW Inc. (WJW)—104.1 mc (No. 281); 7.5 kw; 730 feet or equivalent coverage.

UAW-CIO Broadcasting Corp. of Ohio —103.3 mc (No. 277); 20 kw; 500 feet or equivalent coverage.

WGAR Broadcasting Co. (WGAR)—99.5 mc (No. 258); 20 kw; 500 feet.

Scripps-Howard Radio [permittee of WEWS(TV)]—102.1 mc (No. 271); 20 kw; 500 feet.

Telair Co.—106.5 mc (No. 293); 20 kw; 500 feet.

Cleveland Broadcasting Co. Inc. (permittee of WERE)—98.5 mc (No. 253); 15.5 kw; 555 feet.

AKRON

Allen T. Simmons (WADC)—96.5 mc (No. 243); 19.5 kw; 510 feet.

Summit Radio Corp. (WAKR)—97.5 mc (No. 248); 20 kw; 500 feet or equivalent coverage.

ELYRIA

Elyria-Lorain Broadcasting Co.—92.1 mc (No. 221). Subject to filing application for modification of permit specifying operation as Class A station.

The total anticipated construction cost did not include an estimate by Scripps-Howard Radio. It did include a $327,665 estimate by WGAR covering both FM and increasing AM power from 5 to 50 kw, and a $111,750 estimate by Cleveland Broadcasting Co. representing construction of both WERE and the FM adjunct.

The proposed grant to NBC is the network's sixth FM authorization. Besides operating WNBC-FM New York and WRC-FM Washington, NBC has grants for San Francisco, Chicago, and Denver, and is licensee of six AM stations.

United Broadcasting is licensee of an experimental FM station at Cleveland and also owns WHKC Columbus and WHKK Akron, and has an FM permit for Columbus.

WGAR, through President G. A. Richards, has an ownership affiliation with WJR Detroit and KMPC Los Angeles, both of which have FM permits.

Scripps-Howard Radio, a subsidiary of the Scripps newspaper chain which includes the Cleveland Press, is licensee of WCPO Cincinnati and WNOX Knoxville, Tenn., which have FM grants; is principal owner of WMC Memphis, also an FM permittee; has an FM grant for Indianapolis, and was unsuccessful applicant in a competitive proceeding for a new Cleveland AM station earlier this year.

WJW is wholly owned by William M. O'Neil, minority stockholder (less than 2%) of General Tire & Rubber Co., which controls Yankee Network. He has no other broadcast station interest.

Cleveland Broadcasting Co., permittee of WERE, is headed by Henry G. Tremmel (13.13%), president of North American Fibre Products Co., Cleveland, and is owned primarily by local business and professional men. These include Alvaney Johnston and Alexander F. Whitney (1.3% each), leaders of the brotherhoods of locomotive engineers and railroad trainmen, respectively.

Telair Co., holder of a Class B FM grant for Detroit, is owned by 11 business and professional men, headed by W. A. Fraser, patent counsel of Firestone Tire & Rubber Co.

The proposed grant to UAW-CIO Broadcasting is the third for corporations organized by International Union, United Auto Workers. Earlier grants were for Detroit and Chicago. The union also has applied for AM at Detroit.

WAKR's principal owners are Assistant General Manager Viola G. Berk (47.3%), and Beacon Journal Publishing Co. (45%), which publishes the Akron Beacon-Journal and is itself controlled by Knight Newspapers Inc. The latter has direct or indirect interests in WIND Chicago (42%) and WQAM and WQAM-FM Miami (100%) and also owns Knight Radio Corp., which has a Detroit FM grant.

WADC is owned by Allen T. Simmons, who has been licensee of the station for more than 21 years.

Elyria-Lorain Broadcasting is owned by 57 stockholders. Roy W. Ammel, vice president and general manager of Elyria Telephone Co., is president and owns 8%, and will be active executive head of the proposed station. Other stockholders include Loren M. Berry, Frank Gallaher, Gustav Hirsch, and Ronald B. Woodyard (8% each), who have interests in Skywave Broadcasting Co., FM conditional grantee and AM applicant at Columbus, and in Skyland Broadcasting Co., AM and FM applicant at Dayton. Mr. Woodyard also owns 44.8% of WIZE Springfield, Ill., and formerly owned and managed WINK Ft. Myers, Fla.

Fedderson Opens Annual Northwestern Institute

MEMBERS of the broadcasting industry must cast aside "cynical attitudes" toward radio and assume a moral responsibility in behalf of constant improvement of the medium, Don Fedderson, co-director of the NBC-Northwestern Summer Radio Institute, told students at the opening lecture last week of the sixth annual session.

Speaking on the subject, "Trends in Radio Broadcasting," Mr. Fedderson, who is also acting chairman of the university's School of Speech Radio Dept., declared that one of the misleading fallacies associated with commercial radio is that "Radio is vulgar simply because it appeals to the great mass of people." He added that the goodness or badness of radio rests solely with the people who operate it.

Mr. Fedderson also cautioned against the belief that present public taste in broadcasting was "The Ultimate in Taste," saying that good radio is not always synonymous with listeners demands.

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WADC Censorship Charge Refuted

Plea of Akron Station For WGAR 50-kw Case Rehearing Denied

IN WHAT MAY BE a preview of its court defense of Blue Book program policies, FCC denied last week that it was guilty of "censorship" in its decision on the competing applications of WGAR Cleveland and WADC Akron for 50 kw on 1220 kc.

The Commission gave its answer in a memorandum opinion and order denying a petition of WADC for re-hearing on the case, which the Akron station lost on the basis of its plans to carry nothing but network programs starting at 8 a.m. daily if granted [BROADCASTING, May 26].

The petition and its denial were further steps toward a WADC appeal to the Circuit Court of Appeals for the District of Columbia. Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC, reiterated last week that an appeal would be taken.

In its petition WADC charged that FCC's decision in the WGAR-WADC case not only constitutes "censorship of the proposed programs of [WADC], but in purporting and undertaking to lay down general rules of prior textual consideration of programs, it thereby undertakes to establish a code of censorship for the broadcasting industry."

The Commission replied that "this contention is completely lacking in substance." It argued:

It may be noted, for instance, that the Commission decision in no way states what particular programs or types of programs WADC would have to put on the air before it could be considered to serve the public interest, nor is there a single word in the Commission's decision which would be taken as indicating a Commission prohibition on the broadcast of any particular program or type of program.

It is not censorship to determine that an applicant for a station license fails to demonstrate that he can meet the statutory obligation to serve the public interest when he proposes a service for the entire portion of the broadcast day beginning at 8 a.m. which would pay absolutely no attention to particular interests of the community to be served.

He would instead have programming of his station during this major portion of each day vested in an organization which, whatever the merits of its programs may be, makes no attempt to schedule these programs with any particular interests of the residents of the Cleveland-Akron-Canton area in mind.

The claim that the Commission is limited in its licensing proceedings to considerations of a technological nature has been specifically repudiated by the Supreme Court. (National Broadcasting Co. vs. United States 319 U. S. 190, 216-217.) The Commission's predecessor, acting under a similar law, has been specifically upheld by the courts when it failed to renew the licenses of several stations, whose program policy and operation has been found to be contrary to the public interest. (KFKB Broadcasting Co. vs. Federal Radio Commission, 47 F. 2d 670; Trinity Methodist Church vs. Federal Radio Commission, 62 F. 2d 850.)

In both of these cases a similar argument that the Commission's action constituted "censorship" prohibited by the Radio Act was specifically rejected. The charge that the Commission is indulging in illegal censorship in denying to license a station which intends to make absolutely no effort to tailor the programs to be offered over its facilities from 8 a.m. through the remainder of the broadcast day to the particular needs of the community to be served is, therefore, clearly without merit.

To many of the other charges leveled by WADC, the Commission replied that they "have already received extensive consideration in the course of these hearings and have been determined adversely to the petitioner" in the decision on the case.

When WADC contended that network programs have "points of origin in many communities, including Cleveland and the communities of the areas surrounding Cleveland," FCC responded that this "has no bearing on the matter":

The point expressed in the Commission decision is not that all or a majority of the network programs originate outside of the station's service area, but that the programs of the national network, wherever their point of origin, are programs geared for a national audience and that such programming standing alone for the full broadcast day after 8 a.m., as would be the case if petitioner's application was to be granted, do not adequately serve the peculiar local needs of any community.

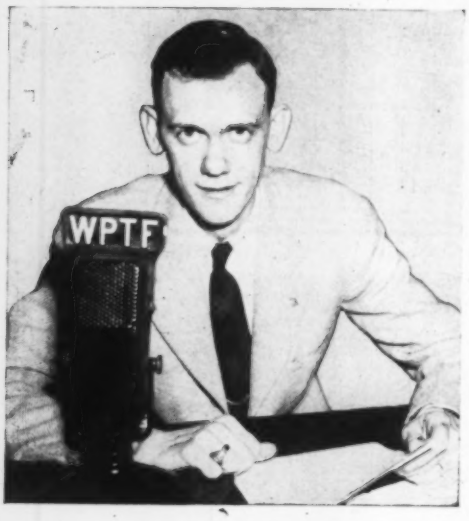
WGAR's application to go from 5 to 50 kw (directionalized) on 1220 kc was granted. WADC was seeking the same assignment in lieu of its present operation on 1350 kc with 5 kw. Comrs. Paul A. Walker, E. M. Webster and Ray C. Wakefield did not participate in the denial of WADC's petition for re-hearing.

NEW HOME of KANS, NBC outlet at Wichita, Kan., is shown above. Located at 1015 Broadway in Wichita, building contains two large studios, a small studio and offices for all personnel. It is sound-proofed and air-conditioned.

New Disc Company

ALAN LADD, film star, and Bernie Joslin have organized Mayfair Transcription Co., with offices at 942 S. La Brea Ave., Los Angeles. Mr. Joslin was formerly president of Jos-Lin Recording Co., Boston. Vern Carstenson has been made sales promotion manager of firm. First venture will be an as yet untitled half-hour adventure series starring Mr. Ladd. Cutting starts July 15.

WARNING!



This Man Steals Listeners

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Studebaker sponsors him three nights a week at 6:45 P.M., EST. Subject to prior sale, he is available for sponsorship the three remaining nights.

Name: Phil Ellis. Senior announcer and special events director at the 50,000 watt NBC affiliate in Raleigh, N. C. Contact FREE & PETERS and put him to work stealing listeners for you over WPTF, the Number One Salesman in North Carolina, the South's Number One State.

Caution: Act quickly.

No. 2 of a series . . .

THE MILWAUKEE JOURNAL
Six Redistricting Bills Handed Assembly; Milwaukee Gains
Narrowly Avert Fight by Lobbyist, Legislator
Celine Facing Disbar Action
South Traffic Remedy Voted
Car Gasoline Scarcity Seen by Mid-July
RCA Television

WTMJ-TV

Television station of THE MILWAUKEE JOURNAL (WTMJ and WTMJ-FM)

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

Milwaukee's Radio City houses WTMJ, WTMJ-FM, and a television studio. The studio and a 300-foot tower forms the nucleus for WTMJ-TV.

BEFORE THE END OF 1947, WTMJ-TV will bring television to Milwaukee—inaugurate a regular schedule of commercial programs.

Long aware of the significance of television, *The Milwaukee Journal* station originally ordered RCA field equipment before the war . . . field cameras and associated equipment were delivered to WTMJ in December 1946 and are presently being used to develop and demonstrate new television programming techniques.

RCA will shortly deliver everything needed to get WTMJ-TV on the air. Included will be such equipment as RCA's new 5-kw television transmitter, two image-orthicon, field-camera chains for remote pick-ups and simple studio shows, microwave relay equipment, a film-camera chain, a studio synchronizing generator, and a three-section Super Turnstile antenna. Also on order is an RCA 50-kw FM transmitter to expand the coverage of the Milwaukee Journal's key FM station, WTMJ-FM.

Future television plans call for complete studio and control equipment to present elaborate live programs, a 500-foot tower to increase television coverage, and the remodeling of studios and offices to permit full-scale television operations.

The Milwaukee Journal is one of the many leading newspapers and top broadcasters to select *television by RCA*. Everything you need to start *your* station is now in quantity production. Let us know your television plans *now* to assure early delivery of equipment. Write Dept. 18-G-1.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

COMPARATIVE RATINGS BEST, INSTITUTE IS TOLD

COMPARATIVE-RATING method of radio audience measurement is the highest form of advertising measurement ever evolved and has given the advertiser a "dependable and accepted yardstick" upon which he can base his expenditures, C. E. Hooper of C. E. Hooper Inc., said July 1 at a session of the sixth annual NBC-Northwestern Summer Radio Institute.

Mr. Hooper, speaking on "Audience Measurement," was the third in a series of twelve speakers who will address the six-week session.

Predicting that statistics will play an increasingly important role in determining the impact of radio broadcasting as an advertising medium, Mr. Hooper said that the coming battle over various methods of audience measurement will result in the development of a "refined and exacting yardstick."

FIRST winners of the annual Scholarship Awards of $100 each as set up by the Indiana Broadcasters Assn. [BROADCASTING, Oct. 21, 1946] received formal presentations June 24 at Indianapolis from George C. Biggar, general manager of WIBC and president of IBA. Left to right are: Mr. Biggar; G. F. Albright, general manager of WKBV; Fred A. Brewer, Indiana U., winner for script writing; Patricia Phillips, Indiana State Teachers College, winner for children's programs; Wilfred H. DeWitt, Butler U., selected in the announcing and newscasting category; Carl Vandagrift, WOWO. Messrs. Biggar, Albright and Vandagrift are members of the scholarship committee.

4 Station Transfers Tendered for Filing

Two Involve $72,500 Total, Two Change Firm Status

FOUR STATION transfers, two involving considerations totaling $72,500 and two seeking change only in firm status, have been tendered for filing at FCC.

Consent is sought to assignment of license of KVOC Casper, Wyo., from *Natrona County Tribune* to KVOC Broadcasting Co., new firm composed of some of the present owners. Price is $50,000.

WCJU Columbia, Miss., asks approval for assignment of license from present partnership, Forrest Broadcasting Co., to Lester Williams, for $22,500 consideration.

Assignment of the construction permit of WILX North Wilkesboro, N. C., from Carolina-Northwest Broadcasting Co., a partnership, to a corporation of the same name and same owners, also is requested. No money is involved.

Voluntary assignment of license of KKIN Visalia, Calif., is asked from D. O. Kinnie, sole owner, to KKIN Inc., new firm of which Mr. Kinnie is chief owner and president. Madge K. Kinnie is vice president and Gareth W. Houk is secretary-treasurer. KKIN presently is conducting program tests. Transfer is to separate station from Mr. Kinnie's other business interests.

KVOC Case

In the KVOC case, ownership of the *Tribune* and proposed licensee is: Earl E. Hanway, president and 36.75% owner of the *Tribune*, president and 40% owner KVOC Broadcasting; Mrs. Sunshine Hanway, vice president and 14% owner of the *Tribune;* Jack W. Perry, *Tribune* secretary-treasurer (8%), vice president and 20% owner of KVOC Broadcasting; Mrs. Isabel Fitzgerald, 33.25% owner of *Tribune;* Earl Perry Hanway, *Tribune* 2% owner, treasurer and 20% owner KVOC Broadcasting; John R. Bailey Jr., 20% KVOC Broadcasting; and Clark F. Perry, 2% both *Tribune* and KVOC Broadcasting. The *Tribune* in addition to the $50,000 receives 500 shares of KVOC Broadcasting. Under the terms, the assignee may not resell station without *Tribune* consent.

Reason for the WCJU sale is that the principal partner (60%), C. J. Wright, can not devote proper time to the operation because of poor health and his doctor's orders, according to the application. Remaining interest is equally divided between B. M. Wright and C. J. Wright Jr. Together they also own WFOR Hattiesburg, Miss. Mr. Williams is given as WCJU limited partner with interest limited to 10%. He is owner of the *Tylertown* (Miss.) *Times;* 49% owner of the Columbia Publishing Co., publisher of the *Columbian-Progressive*, Columbia, Miss., and 48% owner of the Picayune Publishing Co., publisher of the *Picayune* (Miss.) *Item.*

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

ONE
NETWORK STATION
ONE
FULL TIME OPERATION
ONE
BUY FOR YOU

AFFILIATE

Consider—then Contact
JOHN E. PEARSON CO.

Here are some of the GREAT STARS—

FRED ALLEN
JUDITH ANDERSON
DANA ANDREWS
FRED ASTAIRE
FAY BAINTER
INGRID BERGMAN
SHIRLEY BOOTH
RONALD COLMAN
JAMES DUNN
MAURICE EVANS
LYNN FONTANNE
JOHN GIELGUD
LILLIAN GISH
REX HARRISON
HELEN HAYES
WILLIAM HOLDEN
OSCAR HOMOLKA
WALTER HUSTON
GERTRUDE LAWRENCE
ALFRED LUNT
FREDRIC MARCH
JAMES MASON
RAYMOND MASSEY
DOROTHY McGUIRE
BURGESS MEREDITH
BASIL RATHBONE
GENE TIERNEY
ROBERT WALKER
CLIFTON WEBB

They appeared in such GREAT PLAYS as these:

MACBETH
BLITHE SPIRIT
OUR TOWN
DODSWORTH
MEN IN WHITE
THE ANIMAL KINGDOM
LADIES IN RETIREMENT
KIND LADY
CRAIG'S WIFE
A DOLL'S HOUSE
BERKELEY SQUARE
GOLDEN BOY
ABE LINCOLN IN ILLINOIS
NO TIME FOR COMEDY
THE FIRST YEAR
THE GREEN GODDESS
ANGEL STREET
THE TIME OF YOUR LIFE
THE GREAT ADVENTURE
THE OLD MAID
BURLESQUE
A BILL OF DIVORCEMENT
BROADWAY
THE AGE OF INNOCENCE
WHAT EVERY WOMEN KNOWS
THE FARMER TAKES A WIFE
THE MAN WHO CAME TO DINNER
THE IMPORTANCE OF BEING EARNEST
THE MALE ANIMAL
YOU CAN'T TAKE IT WITH YOU

says WELCOME again to

and its sponsor

for the 3rd successive year!

In its first season (1945-6) *The Theatre Guild on the Air* made radio history: it won more awards than any other program had ever won. During its second season, which ended last Sunday June 29th, the show has gained steadily in prestige, in popularity, in listenership: the increase in share of audience is *more than 200%* over the start of the first season. And climaxing *The Theatre Guild on the Air's* long list of awards this past year, the critics picked it their "favorite dramatic show" in Billboard's 16th annual poll. What a long way to travel in only two years!

In the fall, *The Theatre Guild on the Air* will again be broadcast on ABC Sunday evenings at an earlier hour (9:30-10:30 pm). We at the network will continue to do everything in our power to make the new season even more brilliant than the past two have been. It is with a tremendous amount of pride that we say to The Theatre Guild and to United States Steel: "Welcome from all your friends at ABC."

ABC American Broadcasting Company

A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

(Advertisement)

IN THIS CORNER

Is this fight night? Is the bout that's coming up a four round preliminary, or is it the main event of the evening? We shall see, my friends, we shall see.

Trying to analyze a sporting event is usually pretty tough. In this one, two questions present themselves. Can the local boy, the feather weight novice, Kid Radio, stay the limit with the old time battling heavy weight, John L. Newspaper? Has the Radio Kid any business in the arena? We shall see. Ah, Yes, my friends, we shall certainly see.

Circa June 1, this very year of our Lord, I had several conferences with our local chiefs of newspapers. The gist of these meetings was to the effect that . . . now is the time for all good radio men to come to the aid of the newspapers. In other words the free ride is over. We must now pay for listings in the papers if we want regular type. However, if we don't pay, our logs are carried *in agate type in abbreviated form.*

In my usual naive manner I inquired why this situation had come about. The answer I received was logical, and from the viewpoint of a newspaperman I guess it makes sense. The answer was: there is a shortage of newsprint, the FCC has granted so many permits in the Miami area that it is economically unfeasible for the newspapers to carry all of them free. Another question that presents itself to me, is whether or not it is good for radio as a whole, for the independently owned stations, and by that I mean radio stations not owned by a newspaper, to go along on this plan. The rate is reasonable, I was told. It comes to $6.00 per day per paper. There are three papers here and what with FM listings at the same rate, that would be six times six for each radio station operating both AM and FM, or the neat tidy sum of 36 Bucks per diem.

I can't see (a) why horse race charts, (b) horse race results, (c) dog race results, (d) stock market reports, (e) Jai-Alai results, (f) baseball scores, and other like services, are any more in the public interest than listings of radio stations' programs, but I am not the one to say, it is for the public to demand, and the owner of the newspaper to judge. That is their right, under America's Principals of Business.

I do say however, that where under conditions of newspaper ownership of radio stations, such as exists here, when Station "A" pays to the newspaper who owns it a sum of money, and the newspaper in turn pockets the dough, that this paying over amounts to what is commonly known as "A Mexican standoff," a swap of dollars, but the independent radio station in doing the same paying over will rapidly find that this three times six, or six times six daily, is real folding money.

Maybe this is a bout not scheduled for the squared circle. Maybe this is a reconnaissance in force. It could be true that the independent stations, by that I mean non-newspaper owned stations, in the Miami area, are outposts for all of you . . . sentinels, so to speak, who must stand the shock of the first probing action. Perhaps Big Field guns will be rolled up and start firing. It could be war!

Maybe this new plan will spread over the country and affect every one of you owners who are not connected with a newspaper. I don't know. I just sense the possibility that this can occur.

Maybe John Q. Public doesn't care. However I care enough to bring this to the attention of every one of you men, and request that you put on your thinking caps and if you come up with an idea, tell me what you plan to do "when the rent man comes around". He's already been here! I would welcome any suggestions any of you have to offer. I don't know, as I've already said whether this is the final event of whether there is another bout to come.

In summation this whole story could be likened to that one that is attributed to Lord Beaverbrook, where in London one evening a lovely titled lady was approached and asked whether or not she would be willing to sell her charms to a very old Lord for a million pounds, the Lady thought over the proposition and said she probably would. Then the question was asked whether or not she would be willing to purvey her best talents to the same gentleman for a pound note, and she immediately became indignant and bristled at the insult, inquiring what do you think I am? The answer quickly came "that fact has been established, we are now trying to ascertain the degree."

Are radio program listings public service? It would seem that the newspapers measure this question *by ascertaining the degree.*

Is Kid Radio down for the count? He's down! He's groggy! But he'll be on his pins when it's all over. I hope, he'll have a mike in his hand panting . . . T'was a great fight Mom. I won.

FRANK KATZENTINE
WKAT

Plan Manufactures Census Next Year

Senate Unit Okays $4,000,000 Allotment for Annual Survey

A CENSUS of manufactures in 1948, the first since 1939, seemed virtually sure with approval a fortnight ago by the Senate Appropriations Committee of a $4,000,000 allotment.

The committee's action follows a previous House allotment for the same amount. Although it is $1,000,000 less than requested, additional funds are provided for under another budget heading.

The Census Bureau had requested a survey of manufactures in 1944 when the nation was at the peak of wartime operations, but this was rejected by Congress. A request in 1945 for the regular biennial census and one in 1946 for a census of manufactures likewise were refused by Congress.

The bureau expects to send out its first forms in December, and dependent upon how quickly they are filled out and returned, the bureau hopes to announce preliminary results beginning in July 1948.

The census will be similar to the pre-war ones and will cover all manufacturing activity. Of special interest to the radio industry are Forms MC41A and MC41D. The former covers radios, radio and television equipment (except radio tubes), and phonographs, while the latter concerns electronic tubes.

COLWELL MADE SAVINGS BOND DIV. RADIO HEAD

WITH appointment of Nathan Porter Colwell as radio director, the Treasury's Savings Bond headquarters moves today (July 7) from New York to Washington. Mr. Colwell's office will be in the Washington Bldg., site of former radio headquarters.

Brent O. Guntz, who has served as radio director since March 1946, resigned to set up his own talent firm in New York.

Mr. Colwell has been radio director of Calman Adv. Agency, New York. Previously he had been with Grey Adv. Agency, Tompkin Adv. Inc., and Joseph Hershey McGilvra Inc., and before that had been a radio consultant for Lord & Thomas, N. W. Ayer & Son and J. Walter Thompson Co. He was the first radio director of Blackett-Sample-Hummert, and has been active in the agency field more than a decade. He is a graduate of Dartmouth and U. of Toronto.

Mr. Colwell serves under Louis J. Carow, director of radio, press and advertising for the Savings Bond Division.

Current bond campaign is focused on payroll savings on a bond-a-month basis, in cooperation with banks. Radio activities include weekly quarter-hour discs on 1,267 stations, transcribed shorts and special programs.

ST. AUGUSTINE YACHT-PIER

DEEP WATER FISHING trip was a success for this trio (l to r—Glenn Marshall Jr., WMBR Jacksonville, Fla., sales manager, Charles Coleman, of Avery-Knodel Inc.'s Atlanta office, and John T. Hopkins III, manager and chief engineer of WJAX Jacksonville), and the size of the catch is proof enough. Picture was snapped at St. Augustine as trio returned to shore.

SULLIVAN WILL SURVEY TV MARKET FOR 'NEWS'

B. O. SULLIVAN, of the *New York News* advertising department, has been appointed to survey the television market for that newspaper's new video station. Mr. Sullivan joined the *News* in 1927 and during the past 20 years has been in both the national and local advertising departments. In 1941 he was lent by the *News* to AP for a similar survey preliminary to sale of AP service to radio news networks.

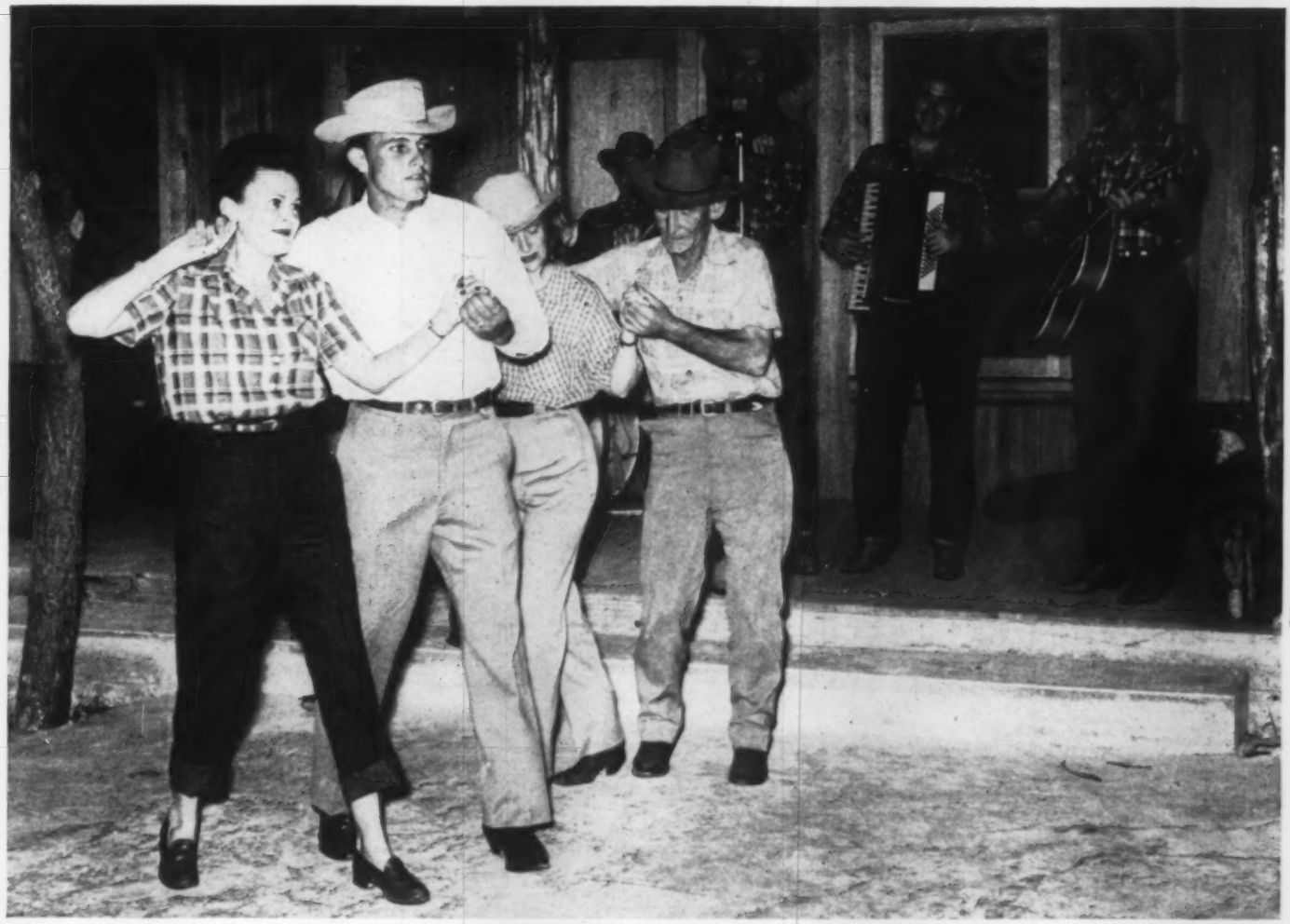
Mr. Sullivan

During the next few months Mr. Sullivan will visit television stations to survey the size of the potential market for commercial programs, will learn plans of the set manufacturers and will study advertising rate structures.

On May 14 FCC formally granted a television license to the *New York News* and assigned Channel No. 11 to the new video station. Operating with 16.3 kw, it will start with a weekly schedule of approximately 20 hours and work up to 28 hours in the first year.

Electronics Meeting

UNIVERSITIES, research organizations, and industries will participate in the 1947 National Electronics Conference to be held Nov. 3-5 at Chicago's Edgewater Beach Hotel. Some of the subjects slated for discussion include infra-red developments, advancements in color television, antennas, guidance devices for the blind, instruments for industry, and guided missiles.



"PUT YOUR LITTLE FOOT RIGHT HERE"

The "Put Your Little Foot" is a step that is not in the routine of most dance studios, but it's as much a part of a dude ranch dancing party as slicking your hair or shining your boots.

"Putting your little foot" is one of the interesting experiences that accounts for the thousands of dudes and natives who each year flock to Texas resort ranches to spend from a weekend to a month.

All of which is to remind you who lack first-hand proof that, in the heart of Texas, folks live differently, like their radio programs with a touch of "put your little foot"—with a touch of Texas!

And, if you have doubts about which radio station has effectively used a different programming formula to capture the heart of Texas—those 105 rich counties with 594,011 radio families—ask any native who is a Texas food or drug distributor. Or better yet, call one of those dudes at John Blair & Company for facts and figures that will show you how to cover the biggest hunk of Texas with one 50,000 watt non-directional signal on 680 kc.

JOHN BLAIR & COMPANY
Representatives

AMERICAN BROADCASTING CO.

THE HEART OF TEXAS BELONGS TO—

Kabc SAN ANTONIO

50,000 WATTS, DAY
10,000 WATTS, NIGHT

TEXAS STATE NETWORK

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

PEACHTREE ST.

We never put a Yankee on Peachtree Street...

Our man in Atlanta is a born and bred Southerner. When he says "you all," he means more than one person. He eats hickory-smoked ham, black-eyed peas and turnip greens; he talks the language of his people.

Your interests are best represented by Southerners in the South, by Californians in California and by New Yorkers in New York. Each in his market has an at-home familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "local" representation is another special feature that helps to build the quality and character of our company. This has been our consistent policy for 15 successful years. We never put a Yankee on Peachtree Street.

PAUL H. RAYMER COMPANY INC.

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Why Radio Suffers

FOR YEARS we have thought radio would be better off without the tawdry sensationalism of some commentators. We have regarded this, on the whole, as purely a management matter. To treat it otherwise would be to impinge upon radio's freedom as a medium of expression.

Drew Pearson often has skirted around the fringes of good taste and sound judgment. Generally, however, he has kept within bounds of reporting and analysis, if you throw in a generous portion of personal editorial opinion. He sells his brand of journalism by way of a shrill voice, fast-talking pace, inflection and emphasis. His Hooper makes him a network asset, business-wise.

A fortnight ago, Mr. Pearson went beyond his usual limits. He testified before a Senate subcommittee to oppose confirmation of Rep. Robert F. Jones for appointment to the FCC. He levelled serious charges against the Congressman. His was the lone opposing voice. The charges, if true, certainly would disqualify Rep. Jones from holding that or any other public office.

Congressman Jones, *under oath*, denied the charges categorically. Leading members of Congress supported vigorously President Truman's nomination of their colleague. Mr. Jones called Mr. Pearson a "liar"—an epithet not unfamiliar to the commentator.

Mr. Pearson confessed a "personal" and "selfish" motive in his Senate testimony. He said that he, along with Col. Robert S. Allen, his former partner, and others, were applicants for the facilities of Hearst-owned WBAL Baltimore. The application was premised upon FCC Blue Book findings against WBAL—findings which have been challenged and are being litigated.

Mr. Pearson carried his vendetta to the air just two days after his testimony. He reiterated certain of the charges. He devoted about one-third of his time to the Jones matter. He made no air mention of his "personal" interest or his pending application. He exhorted members of the Senate to watch their step.

The question arises whether Mr. Pearson has used access to the ABC microphones in what has become a personal issue. Rep. Jones had opportunity to answer before the Senate subcommittee. He does not have the same opportunity over ABC under the same auspices.

It gets back to the question of radio management. Mr. Jones, we assume, has redress to the courts if he has been wronged. The Senate will determine validity of the charges.

Meanwhile sentiment builds up in Congress and among others in public life in support of the very kind of legislative restrictions which impinge upon freedom of the air that are fostered by Senator White in his pending bill. Radio gets another black eye. Years are added to radio's quest for full freedom. We think it's bad journalism and bad radio.

Now that Mr. Pearson has raised the question, we think he should withdraw from participation in the application for the WBAL facilities. He has involved himself in the internal affairs of an agency from which he is seeking something more than a franchise—he wants what some one else has built up assigned to his group for the asking and upon the tenuous ground that the present owners haven't yielded to program censorship by the Government. Where's this freedom about which Mr. Pearson pontificates?

Toward Full Freedom

IN THE WELTER of developments of a fortnight ago (Taft-Hartley, anti-Petrillo decision, White Bill hearings, Wakefield-Jones FCC turnabout) there went almost unnoticed an event which established a new epoch for mass media. Leaders met among themselves and with President Truman on July 26 to take an inventory of conditions in the most sensitive sphere of all—freedom of expression.

It was the first time such an array of leaders had been brought together—at the invitation of President Miller of the NAB. Judge Miller had just fought the battle of free radio before the Senate Subcommittee on the White Bill, an event which developed after the freedom conference was called. He was able to tell his conferees representing newspapers, motion pictures, magazines and book publishers of the metamorphosis taking place in the minds of some of our legislators. The guarantees of the First Amendment are being trifled with.

Judge Miller, we're sure, looks for no kudos in setting up this conference. He's interested in results. And, as he told the White Committee, it may take him his lifetime to achieve his end of full radio freedom.

A start has been made. This can be no one-shot job. We strongly urge the organization of the leaders of the media of expression into a permanent council in freedom of expression. It should meet regularly to take stock, interchange views and establish a *modus operandi* that will keep militantly in the forefront the infinite wisdom of the Constitutional doctrine that freedom of speech and of the press cannot be abridged in our Democracy.

The Big Chance

FCC AND ITS COUNSELORS from the Budget Bureau and private radio appear to have performed two services for broadcasters in their revision of broadcast application forms. But look out for the gimmick.

By broad-scale reorganization, they have replaced twenty forms with seven. The saving this will mean in time and money can best be estimated after the forms have been put into use. But at the least it would seem that broadcasters will benefit by the more logical and simpler arrangement of questions.

The second service is a belated one. Offering to hear opposition to the new forms, FCC has given broadcasters a chance—indirectly, and for the first time—to come in and argue against the principles of the Blue Book, now almost a year and a half old. The new forms are shot through with the Blue Book, in name as well as in principle.

That this is true is no fault of the Budget Bureau or the broadcasters. Their task was not to set policy, but to suggest expeditious ways of getting information that FCC thinks it must have.

But more than paper-saving is involved here. The questions raised in the program section and many of the financial phases go to the fundamental issue of FCC's right to transgress the Communications Act by delving into such forbidden matters.

The obligation now is upon broadcasters and their counsel to accept FCC's invitation and file statements showing why these Blue Book sections particularly, and those infringing on business rights, "should not be adopted, or should not be adopted in the form set forth." The deadline for briefs is July 21, to be followed by oral argument if the written comments warrant it. The challenge must be met with thoughtful, substantial opposition. This is the Blue Book opening. Radio can not afford to lose this decision by default.

Our Respects To—

GLENHALL TAYLOR

LITERALLY growing up with radio, Glenhall Taylor made his first appearance on the air in May 1922 as a pianist on now-defunct KZY Berkeley, Calif. Not quite 19 at the time, he has spent the succeeding 25 years in a variety of station, network and advertising agency capacities.

As manager of N. W. Ayer & Son Hollywood office, he serves as coordinator of agency's Western radio activities as well as overseeing Rexall Drug Co.'s Jimmy Durante show and *Bell Telephone Hour* plus Army's *Sound-Off*.

Previously he had spent nine years with Young & Rubicam, Hollywood, and was vice president and supervisor of Pacific Coast radio activities at the time of his resignation. Starting in June 1937 as producer-director of CBS *Silver Theatre*, dramatic series, Mr. Taylor remained such until September 1941 when he took over the reins of the *Burns & Allen Show*.

In late 1942 he was named Young & Rubicam Hollywood office manager, overseeing such shows as Eddie Cantor, Phil Baker, Jack Benny, *Duffy's Tavern*, Ozzie & Harriet. Then in February 1946 he became a vice president of that agency and devoted all of his time to being associate director of radio and supervisor of West Coast radio activities.

Although all of his radio experience has been on the West Coast, Glenhall Taylor is a native of Buffalo, N. Y., where he was born, June 22, 1903. At eight, his family moved to Davenport, Iowa. One year later, the Taylor family moved again, and to Los Angeles where he completed grade school.

San Francisco was the family's next stop in 1915. There he was graduated from Lick-Wilmerding High School, specializing in commercial art. Piano had constantly been his musical interest and he determined upon further study after high school graduation in June '21, instead of attending college.

After about a year of musical education, he joined the staff of KZY and soon grew to be one of the better known radio performers in the San Francisco Bay area. From 1922 to 1926, he worked for every radio station in the region. And his performance as a pianist was not the extent of his talents. Continuity, announcing and production were also within his ken.

Mr. Taylor likes to recall one of his early experiences with "big" radio shows. It was premiere of *Blue Monday Jamboree* on KFRC San Francisco which became a ranking west-

(*Continued on page 48*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

THE INSIDE TRACK... WOV AUDITED AUDIENCES lay facts before you, show you where listeners live, where they shop, what they buy, how much they spend, what they like and dislike—real low-down on these listening groups to guide you in the selection of the program best suited to your needs.

To alert advertisers, WOV's Specific Market Information means keying your message to groups of known individuals rather than trying to key it to unknown mass audiences.

We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and... "TAKE THE GUESS OUT OF BUYING."

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK *with Peggy Lloyd*
★ 1280 CLUB *with Fred Robbins*
☆ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.
More than combined populations of Cleveland and Cincinnati.

WOV
NEW YORK

Respects

(*Continued from page* 46)

ern favorite but was one of first with large casts. With program's premiere, space became a problem since the entire personnel could not be gathered in one studio. But the show went on. Waiting performers stood in the hallway outside the door ready to enter and advance to the mike on cue.

When NBC Pacific Coast Division was looking for a musical director in June 1926, he was their man. Headquartered in San Francisco, he remained with the network for two years until shifting over to Pickwick Broadcasting Corp., operators of KTM (now KECA) Los Angeles and KTAB (now KSFO) San Francisco.

From 1928-1932, he was busy shuttling back and forth between the two key California cities, as announcer, actor, musical director, continuity writer, program director, production manager and station manager—all for Pickwick operations.

With western radio emphasis shifting from San Francisco to Los Angeles, he established his permanent home in latter city in May 1934. Shortly before arriving in Hollywood, he took a two year flier at music publishing on a full-time basis. But he says "Dream of Love & You" written in 1924 was and is his top musical effort to date.

Radio was too strong a lure for Glen Taylor and he was at it again, joining staff of KHJ Los Angeles, then a CBS station. He served variously as script writer, producer, continuity editor, production manager and program director.

When CBS purchased KNX Hollywood in 1936, he shifted over from KHJ as writer-producer. All of this was an ample background for him when he joined Young & Rubicam in June 1937 as producer-director of *Silver Theatre*.

The Taylors make their home in suburban Brentwood where the former Barbara Farlander is lady of the house. Glenhall Taylor Jr., 21, is their only child.

On the hobby side Mr. Taylor busies himself producing home movies. Records occupy considerable space as well as time in his leisure portion of life. Long range, he is projecting a musical play in collaboration with Paul Franklin, prominent radio writer.

FM Hookup

TWO-STATE FM hookup has been formed by WIBW-FM Topeka and KOZY Kansas City, according to Ben Ludy, WIBW-FM general manager. First program was heard June 29, originating at KOZY. Regular exchange of programs of interest to both communities is planned.

On the Air in September!

Station WJLK-FM

ASBURY PARK • NEW JERSEY

New Jersey's Outstanding Newspaper (*) enters the radio field this year with construction of an exclusively FM station.

The finest in FM Studios and Broadcast Equipment are being installed in The Press Building to bring to the profitable Monmouth-Ocean County area this superior type of radio service.

Initial rates for advertisers are especially attractive. Wire or write now for availabilities and other information.

WJLK-FM

"Radio Voice of the Asbury Park Press"

94.3 Megacycles

(*) *The Asbury Park Press was judged "New Jersey's Outstanding Newspaper" by the New Jersey Press Association.*

Sales Presentation, 'Texas Style'

CONFERENCE on horseback participants at KABC's "Texas style" sales presentation for executives of John Blair and Co., station's new national sales representative, included (l to r) five Blair officials—Robert Eastman, of New York sales; Charles Dilcher, Chicago sales; Wells H. Barnett Jr., manager of Sales Development Dept., Chicago; Holly Moyer, Los Angeles sales, and Bill Weldon, vice president, New York—and KABC's assistant manager, Bill Michaels.

ONLOOKERS at Western party given as climax of KABC's sales presentation for visiting representatives of John Blair and Co. were Charles W. Balthrope, station manager, and Wells H. Barnett Jr., manager of Blair's Sales Development Dept.

ANNOUNCEMENT of the appointment of John Blair and Co. as national sales representative of KABC San Antonio, effective July 1, was the occasion for a two-day "Texas style" sales presentation by KABC for members of the Blair firm who visited the station June 19 and 20. Blair representatives and station executives spent first day on a Texas dude ranch discussing station and market, and also taking time off for horseback riding and swimming. On second day the group made a trip to Uvalde, Tex., to see the *680 Parade of Stars* (KABC is on 680 kc, 50 kw day and 10 kw night), the KABC traveling company of Western talent. The sales presentation was conducted for KABC by Charles W. Balthrope, station manager, Bill Michaels, assistant manager, and L. Jerry Spengler, promotion manager.

Purvis, Former FBI Man, Resumes WOLS Direction

MELVIN H. PURVIS, general manager of WOLS Florence, S. C., before service in the armed forces, has resumed direction of the station. He is president and general manager and succeeds Nat L. Royster, who has resigned.

Mr. Purvis, former FBI agent who figured prominently in the John Dillinger case, is applicant for consent to transfer control from M. F. Schinibben, according to FCC records, having applied to purchase another 500 shares of stock (50%) for $40,000. Mr. Schinibben is withdrawing because of poor health, according to the application, filed in March. Other executives of WOLS: A. P. Skinner, commercial manager; Virgie Munn, traffic manager; Bruce Buchanan, program director.

Radio Pioneer Retires

CHARLES J. PANNILL retired last week as president and director of Radiomarine Corp. of America after almost 20 years with RCA. Mr. Pannill, a pioneer in radio, joined the firm in 1928. He has been active in the radio and wireless field since 1902. In 1914 he left the Marconi Co. to join the U. S. Navy as an expert radio aide. Mr. Pannill holds the No. 1 radio operator's license, issued in 1912, and the first certificate of skill in radio issued a year earlier.

New Fleming Agency

ROBERT M. FLEMING resigned last week as vice president of The Fred A. Palmer Co., Cincinnati, and organized Radio Advertisers Agency, which he will head as president. Under the new set-up Mr. Fleming is to take over the advertising agency end of the business and Mr. Palmer the station management field.

Intermountain Network Bulletin Board

18 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXDFM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell
KODI, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

XXXX, Under Construction

AVAILABLE NOW!

Participating Announcements in these HIGH-HOOPER-RATING SHOWS

Winter 1946-47
HOOPER 11.0
Intermountain Empire News
2 p. m.
Mon. thru Sat.
Including exclusive regional and local news from Salt Lake Tribune and Telegram — The Intermountain West's finest newspaper.

Winter 1946-47
HOOPER 7.9
Cactus Jim
Western Disc Jockey
3:05—3:30 p. m.
Mon. thru Sat.

Winter 1946-47
HOOPER 8.5
for previous programs scheduled in this period
The Tommy Dorsey Show
3:30—4:30 p. m.
Mon. thru. Fri.
An exclusive Intermountain Network program in Utah, Idaho, Wyoming, Montana.

Winter 1946-47
HOOPER 8.2
The Woman's Page
1:30—1:45 p. m.
Mon. thru. Fri.
A program for and about Intermountain Women. Conducted by Phyllis Perry, who has established the highest Hooper rated women's program originated in the Intermountain West.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, INC. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Who in TOP MANAGEMENT will hear your media story?

"If only I could be sure that 'Top Management' knew something about our market," is a familiar cry among media sellers.

But in today's increasingly complex business picture, *who* in the higher councils of the national advertiser has the time, the responsibility, the specific interest to give your story of a market and its coverage his close attention? Who actually has the final authority on whether or not you are on the schedule?

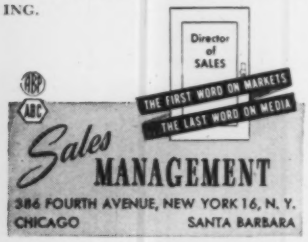
Who *is* "Top Management" to *you?*

Certainly not the Top Management of Production. Seldom the Top Management of Finance. Not just *any* Top Management.

"Top Management" to the media seller is the company official high enough in management councils to have final authority over advertising decisions, yet close enough to the sales program to be personally concerned with MARKETS *and* MEDIA.

Not just any "Top Management," but the TOP MANAGEMENT OF MARKETING . . .

. . . the executives—whether sales-minded Presidents, Vice Presidents in Charge of Sales, or General Sales Managers—who are interested in the *top management approach* to sales and advertising problems and who find that approach only in SALES MANAGEMENT—the one publication specifically edited for the TOP MANAGEMENT OF MARKETING.



Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

KLIX Says Adams "Don't Make Sense"

EDITOR, BROADCASTING:

After reading William J. Adams' article, "Do Disc Jockeys Boot Home Winners?", in your June 23 issue, I called my disc jockey, Joe Gibney, an ex-bar tender from provincial upstate Montana, and said, "Joe, leave these premises. You've got to go."

Shocked, and with tears in his eyes, Joe replies, "Boss, ain't I been doin' a good job? Ain't I been taking care of my janitorial duties? Ain't I been hoeing the beans at the transmitter regularly? Ain't I been gettin' 50 letters a day on my "CLICKS CLUB?"

Sadly, I pointed to Mr. Adams' article. "There it is, Joe," I replied. "You're a disc jockey and this provincial feller from upstate New York says you're comparable to small pox."

With great effort, Joe, who is strictly an ad lib man, labored through Mr. Adams' article. Ten minutes later, when he completed it, he looked up, relieved, and shouted, "Boss, this thing don't make sense!"

I read it again, turned to Joe and said, "Joe, you're right. This thing don't make sense. You can keep your job."

FRANK C. McINTYRE
General Manager
Radio Station KLIX
Twin Falls, Idaho

June 27

* * *

WRFD, WLAN Not Under Same Owner

EDITOR, BROADCASTING:

May we remind you again that the Peoples Broadcasting Corporation of Columbus, Ohio, is not affiliated in any way, nor is there any interlocking ownership, with a firm of the same name in Lancaster, Pa. From the June 16th issue of BROADCASTING in the page 36 listing of conditional FM grants, we quote: "Columbus, Ohio — Peoples Broadcasting Co., licensee of WRFD Worthington and WLAN, Lancaster, Ohio."

Since the names are similar it is easy to confuse the two ownerships. We just thought you'd like to know, for future reference.

EDGAR PARSONS
Acting Manager WRFD
Peoples Brcstg. Corp.
Columbus 16, Ohio

June 23

Editor's Note: WLAN is in Lancaster, Pa., not Ohio.

* * *

Sowell Says Radio Should Editorialize

EDITOR, BROADCASTING:

CAN YOU BEAT IT. . .some members of the broadcasting fraternity actually are expressing fear that they may be granted the right to editorialize! Does this mean the time has come when we are willing to acknowledge openly a shortage of brain power in the industry? Does it mean the writers of the frequently - recurring "What's Wrong with Radio" stories finally have found a leg to stand on? Does it mean that broadcasters' campaigns "in the public interest" must be always promulgated and directed by, and credited to, welfare and/or governmental agencies?

Perhaps we are not too well aware of the true meaning of the word "editorial." Some dictionaries say it means "an expression of the opinion of the editor." None implies an obligation on the part of the editor to express his opinion on any given subject. No dictionary says, "In election contests the editor is compelled to take a definite stand for or against candidates" . . .

As Justin Miller has plainly put it, the question is not one of whether or not stations would use

(Continued on page 54)

MANAGEMENT

DICK CAMPBELL, program director and news editor of KOME Tulsa, has been appointed to succeed the late **HAROLD E. GRIMES** as general manager. Mr. Campbell has been in radio since 1936 and has worked with KGGF Coffeyville, Kan., and other Kansas stations.

ARCH SHAWD, executive vice president and general manager of WTOL Toledo, until last December, and since then sales manager of that station, has resigned, effective August 17. **THOMAS BRETHERTON,** of the law firm of Reams, Bretherton and Neipp, has taken over management and other duties formerly directed by Mr. Shawd. Mr. Shawd has made no announcement of his future plans.

Mr. Shawd

RICHARD E. GOEBEL, general manager of KOOL Phoenix and KITO San Bernardino, resigned effective June 24. No successor has been named.

KEN R. DYKE, vice president of NBC and director of broadcast standards and practises, will speak on "The People Look at Radio" at NBC Northwestern U. Summer Radio Institute in Chicago, July 31.

TALBOT PATRICK, vice president of Eastern Carolina Broadcasting Co. (WGBR, WGBR-FM Goldsboro, N. C.), and publisher of daily Goldsboro News-Argus, has purchased Evening Herald of Rock Hill, S. C.

J. B. CONLEY and **F. M. SLOAN,** general manager and assistant general manager, respectively, of Westinghouse Radio Stations headquarters, are back on the job after undergoing minor operations.

ROY THOMSON, owner of CKGB Timmons, CFCH Calgary and CJKL Kirkland Lake, and **JACK COOKE,** president of CKEY Toronto, have purchased Chatham Daily News and Guelph Mercury newspapers. Mr. Thomson and Mr. Cooke are also co-owners of Canadian edition of Liberty Magazine.

IRVING R. ROSENHAUS, president and general manager of WAAT Newark, N. J., received the Princeton U. Bicentennial Medal in appreciation for help rendered in presenting to the public the "purposes and events of the year-long celebration" of Princeton's 200th anniversary. **ROBERT B. MACDOUGALL,** WAAT announcer, and **IRA Y. HECHT Jr.,** special events director for WAAT, received like awards.

VICTOR A. BENNETT, vice president of national sales for Bremer Broadcasting Corp., Newark, N. J., owner-operator of WAAT Newark, and FM station WAAW, has been reelected to executive board of Sales Executives Club of northern New Jersey.

MRS. LEWIS ALLEN WEISS, wife of Don Lee Broadcasting System vice president and general manager, is at home convalescing from a major surgical operation.

AGRICULTURE

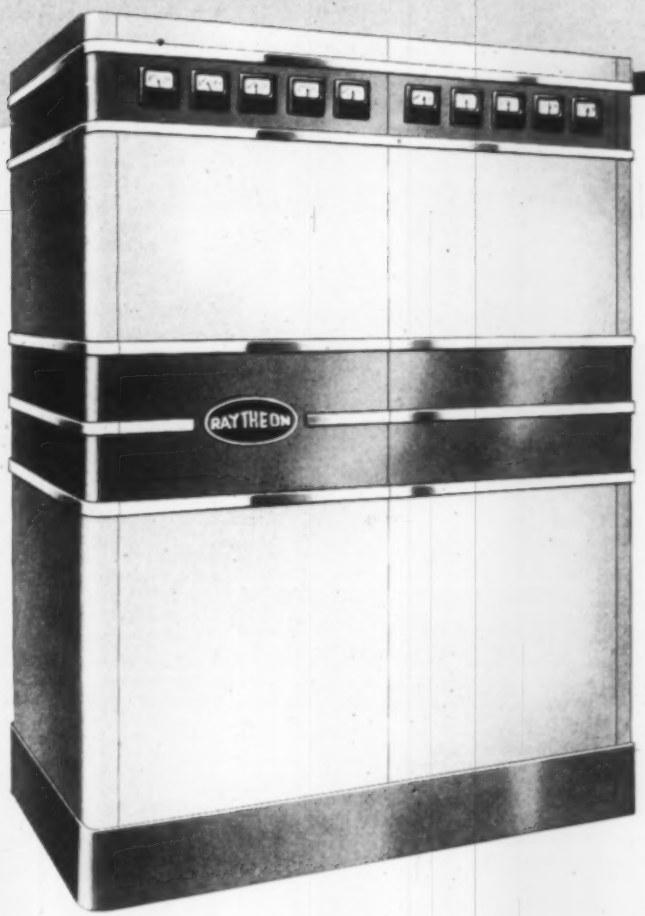
We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

The *BEST* method of modulating . . .

RAYTHEON

Simplified Phase Shift Modulation



Radio engineers agree that the best method of Modulating is Phase Shift. Investigate FM by Raytheon and *you'll* agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT provides greater stability and efficiency.

DIRECT CRYSTAL CONTROL of mean carrier frequency provides *inherent* stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

CIRCUITS COMPLETELY SHIELDED to eliminate radiation, interaction and parasitic oscillation.

INCREASED POWER readily attained, by addition of another unit. All units matched in size, styling, colors.

CONVENIENT CUBICLE SIZES of units facilitate moving through doorways and installing.

LOW FIRST COST and *low operating costs . . .* achieved by greater operating efficiency, low power consumption and long life tubes and components.

COMPLETE 1KW OR 3KW TRANSMITTER

Transmitter of either power includes exciter unit in left compartment and amplifier in right.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

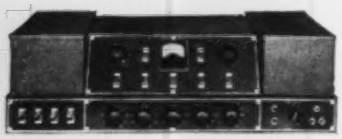
Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

Devoted to Research and Manufacturing for the Broadcasting Industry

High Quality at LOW COST!

23C

SPEECH INPUT CONSOLES for AM-FM



THAT'S WHY OVER 800 23 TYPE CONSOLES HAVE BEEN SHIPPED TO PURCHASERS

There are plenty of reasons for such popularity. Here are a few:

1. **Serves either one or two studios —AM or FM.**
2. **Full 50-15,000 cycle frequency response.**
3. **Excellent signal-to-noise ratio.**
4. **Low distortion.**
5. **Controls arranged for greatest convenience.**
6. **Small and compact.**
7. **Self-contained amplifier power supply.**
8. **Easily installed and maintained.**
9. **Moderately priced.**

Ask your local Graybar Broadcast Representative about other advantages of this proven speech input console... or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by GraybaR — OFFICES IN 95 PRINCIPAL CITIES

—QUALITY COUNTS—

PRODUCTION

SID COLLINS, former program director of WKMO Kokomo, has joined announcing staff of WIBC Indianapolis, and **MIRIAM BUNKIN ELLIOTT,** formerly with WSGN Birmingham, WJLD Bessemer, Ala., and KFMB San Diego, has been added to station's program staff.

MRS. HARRY E. SNOOK, former continuity editor at WAYS Charlotte, N. C., has been appointed continuity editor at WBT that city. She replaces **AUDREY SUMMERS,** recently named WBT director of publicity. Mrs. Snook previously was with KGY Olympia, Wash., and production department of ABC New York.

Mrs. Snook

HAZEL KENYON MARKEL, director of community service at WTOP Washington, and her assistant, **HELEN SHENTON,** have received personal commendations from Veterans Administration for their "excellent cooperation in the development of the veterans' program" in Washington. WTOP also has received the Vets' "certificate of appreciation."

PHIL DAVIS, continuity chief at WCAE Pittsburgh, is the father of a girl, Jami Ann.

MIKE ANDREWS, of the mail room at WCAE Pittsburgh, and student at Carnegie Tech, is doing some announcing for collegiate station WCIT.

STAN DUNHAM, formerly with WHBY Appleton, Wis., has joined announcing staff of KOAT Albuquerque, N. M.

JACK ELLIS, announcer formerly with stations in Texas, California and Pennsylvania, has joined announcing staff of WKBN Youngstown, Ohio. **CHICK LIND,** WKBN announcer, has shifted to production department. **HOWARD REMPES,** production writer at WKBN, has been named promotion manager, replacing **GEORGE L. YOUNG,** resigned.

RUTH WEIR MILLER, educational director of WCAU Philadelphia, has received Master of Science degree in Radio Education from U. of Pennsylvania.

JOE DOSH, vocalist, formerly on "The Hit Parade" program and recently in New York recording under Continental label, has joined WINX and WINX-FM Washington, as record m.c.

TOM HARGIS has resigned as program director of KNX Hollywood, effective Aug. 1, with no successor named.

IRVING HOWARD, announcer of KECA Hollywood, is the father of a girl.

HAROLD PEARY, star of NBC "Great Gildersleeve," and Gloria Holliday were married June 24.

GENE MORGAN has jointed KCMJ Palm Springs, Calif., announcing staff.

EDDIE GREEN, who portrays "Eddie the waiter" on NBC "Duffy's Tavern," is the father of a girl.

BERNARD DUDLEY, Hollywood freelance announcer, is in New York for six weeks contacting agencies and stations and will tour New England states before returning to West Coast.

TED COLBY, former program director of KOH Reno, and more recently with General Adv., Hollywood, is now program director of KHUM Eureka. **MATT MOLLER** has joined that station as announcer.

CLARKE THORNTON, announcer who served as executive officer of Third Army Signal Operations Battalion in Europe, has joined announcing staff at KLZ Denver.

MARJORIE CAMPBELL, television film director of Don Lee Broadcasting System (W6XAO), has taken an indefinite leave of absence to join her husband, Lt. Joe H. Lipinski. **SUSAN ORNDOFF** has temporarily taken over Miss Campbell's assignments.

GUY SAVAGE, veteran Chicago sportscaster, has been signed by WBKB, Chicago video station, to handle all stake events during Arlington and Washington Park racing seasons.

LILIA DOSS, program director of Egyptian State Broadcasting System, Cairo, making a tour of American radio, returns to her homeland in two weeks.

JOE ALLISON, former m.c. of the Tex Ritter show, has joined WDIA Memphis. Mr. Allison has two daily shows on WDIA, "Hillbilly Houseparty," 10 a.m., and "Joe's Jamboree," 12-1 p.m.

HARVEY OLSON, program manager of WDRC Hartford, has been elected first vice president of Hartford Advertising Club.

BOB HEIBERG, formerly with WEBC Duluth, Minn., has joined announcing staff of KROW Oakland, Calif. He succeeds **LENN CURLEY,** who resigned to enter agency field in San Francisco.

MARILYN SCHULTZ has joined continuity staff of KFAB Omaha.

ERNIE KOVACS, announcer at WTTM Trenton, N. J., is the father of a girl.

RADIO WOMEN gather as participants in broadcast luncheon panel during 15th annual national convention of Theta Sigma Phi, national professional journalism fraternity of women, held in Hollywood June 23-26. Luncheon was given by Rexall Drug Co. Participants are, front row (l to r): Craig Rice, writer of ABC "Murder and Mr. Malone"; Irna Phillips, plottist and supervisor of CBS "Guiding Light" and NBC "Masquerade"; second row (l to r): Jean Meredith, assistant publicity director of CBS western division; Helen Mack, producer of NBC "Date With Judy" and CBS "Bill Goodwin Show."

OFFICERS ANNOUNCED FOR 6 AMA CHAPTERS

THE FOLLOWING officers have been elected for the coming year in six chapters of the American Marketing Assn.: Toronto chapter, S. B. Stocking, U. of Toronto, president; G. E. Cross, Moffats Ltd., vice president; P. G. Byrnes, Elliott-Haynes Ltd., secretary; John F. Graydon, Canadian Facts Ltd., treasurer. Mineapolis-St. Paul chapter: Dr. A. C. Welch, Knox Reeves Advertising, president; Helen Canoyer, U. of Minnesota, vice president; Minnie P. Anderson, The Farmer, secretary-treasurer.

Montreal chapter: Paul Haynes, Industrial Surveys, president; Henry King, Cockfield, Brown & Co., vice president; Ethel Colwell, Canadian Facts Ltd., secretary; Dr. E. C. Webster, McGill U., treasurer. St. Louis chapter: Bee Angell, Bee Angell & Assocs., president; William C. Edwards, assistant research director, D'Arcy Advertising Co., 1st vice president; Anthony Neher, Century Electric Co., 2nd vice president; Ann Stranquist, Bee Angell & Assocs., secretary-treasurer.

New England chapter, Gernard Gould, Gillette Safety Razor Co., president; Donald E. Megathlin, Kendall Mills, vice president; Roswell G. Eldridge, H. P. Hodd & Sons, secretary; George G. Phair, W. F. Schrafft & Sons Corp., treasurer. New Jersey chapter: E. H. Cargen Jr., Sales Affiliates Inc., president; Robert P. Sanborn, Hyatt Roller Bearings Division, General Motors Corp., and Donald Dean, Rubberset Co., vice presidents; Betty Jane Barnett, Bristol-Myers Co., recording secretary; Ruth G. DeWitt, Rubberset Co., corresponding secretary; Serge Morosoff, Pacific Mills, treasurer.

WIRK on Air

WIRK, new 1 kw 1290 kc station at West Palm Beach, Fla., began operations July 1. Completion of the antenna has been hindered by the recent heavy rains, delaying the station's opening. WIRK is owned and operated by Ken-Sell Inc. Joseph S. Field Jr. is president of the firm and Joseph B. Mathews is general manager.

SELLS MORE Profit

KFRE FRESNO

ask Avery-Knodel, Inc.

ROOMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

NEWSMEN MET in Utica, N. Y., June 27 at news clinic for NAB District 2 (N. Y., N. J.). Seated (l to r): Arthur C. Stringer, NAB; James Nolan, WJLK; Mary Evelyn Connors, WENT; George Connor, WINR; E. R. Vadeboncoeur, WSYR; Si Goldman, WJTN; David Kessler, WHAM; Helen Wood, WIBX; Harvey Sanderson, WFBL; J. E. Gavagan, WTRY; John Madigan, ABC; Aelene LaRue, WRUN.

Back row: N. W. Cook, WIBX; Mal Weaver, Dale Robertson, WENT; Fred Carata, WWSC; E. H. Johnson, NAB interne at WSYR; Phil Newsom, UP; Wells Church, CBS; Michael R. Hanna, WHCU; David Williams, AP; James Horne, WCTC; William Adams, WHEC; John Schiller, WCTC; Miles Haberer, N. Y. State Radio Bureau; Earl Kelly, WWNY; Fritz Updyke, WRUN; Nick Carter, WTRY; John Henzel, WHDL.

Progress Made in News Broadcasting During Past Year, District Meet Told

PROGRESS in broadcasting of local, regional and statewide news reports has occurred in the last year, the second NAB District 2 Radio News Clinic was told June 27 by station news executives. The clinic was called by Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director.

Higher news standards have occurred during the year and stations are setting up special news bureaus, the clinic was told. Chairman of the clinic was E. R. Vadeboncoeur, WSYR Syracuse, who also is chairman of the NAB Radio News Committee. Taking part also was Arthur C. Stringer, NAB director of special services.

George O'Connor, WINR Binghamton, cited examples of community service and promotion as a by-product of radio news. A third of all WINR newscasts are local, he said, and the station presents daily editorial comments. Harvey Sanderson, WFBL Syracuse, described a state news report presented twice daily. Four correspondents are tied into the newsroom by teletype.

David Kessler, news editor of WHAM Rochester, advocated rewriting of press association copy, which he referred to as raw material, to give the station individuality. He proposed that effort be made to inject local angles into such stories. WHAM pays from $2 up to listeners for tips. Si Goldman, WJTN Jamestown, N. Y., said the station has a scale of charges for news presentation—25% on UP news, 50% of time charge for a purely local news show, 40% of time facilities if a combination of local, national and international news. He added that the station has a waiting list for all its news programs.

Application for Station At Winchester, Va., Filed

APPLICATION for a 1-kw daytime station on 950 kc at Winchester, Va., was filed with FCC July 1 by the Winchester Broadcasting Corp. War veterans hold controlling interest (about 90%) in the corporation, which is headed by John P. Bell Jr. In addition to serving as president of the corporation, Mr. Bell, who had nine years of radio experience before entering the service, also will be general manager of proposed station.

Other officers, all veterans and all of whom will take an active part in the operation of the station, are: Jess R. Kiracofe, vice president; H. T. Moseley, secretary, and Lawrence E. Hill, treasurer. The group plans to employ an all-veteran staff.

Arrangements already are underway for a studio location in the heart of downtown Winchester, Mr. Bell announced.

Newman Joins Kudner

PAUL E. NEWMAN, former head of the Los Angeles advertising agency bearing his name, has joined the Kudner Agency, New York, as a member of its creative board. Before organizing his own agency in 1945, Mr. Newman was associated with Erwin Wasey & Co. as vice president. The Paul E. Newman Co. in Los Angeles is still operating under that name.

WJZ Announcement Rate Is Increased About 10%

WJZ New York last week issued Rate Card Supplement No. 1 of Rate Card No. 11, which became effective July 1. An approximate 10% increase in the cost of announcements was contained in the supplement.

Meantime, new rates and discount plans went into effect on the *Nancy Craig* and *The Fitzgeralds* programs. The former practice of giving major and minor commercials was discontinued on the two shows, and now all commercials are full majors. An estimated increase of 10% on individual participation announcements also was announced for the two programs.

Class "C" time now begins at 8 a. m. instead of 8:30 a. m. as heretofore and Class "D" time now runs from 7-8 a. m. and 11:15-12 midnight. Current advertisers will receive the usual one year's rate protection for the same series continuously used, except that they may elect to change to the rates specified in the new supplement.

Fire at WABD

WABD New York, Du Mont television station, was put off the air for an hour and a half Tuesday afternoon when firemen evacuated the building at 515 Madison Ave., New York, where Du Mont transmitter and offices are located. Fire on 20th floor did much damage to the building but none to Du Mont operating equipment, and station returned to the air at 5:15 p.m. when the fire had been put out.

to this:

KDYL is the station most Utahns listen to most.

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

CBS STATIONS
Cover All of Oklahoma

KTUL
5,000 WATTS

KOMA
50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—*National Representative*

KTUL TULSA KOMA OKLA. CITY

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

New Television Producing Unit Formed in New York

A NEW TELEVISION producing unit, Tele-Rad Productions, formed to provide packaged television shows for all types of video presentation, has been organized in New York. The unit is made up of four women and 15 men, including radio producers, writers, actors and directors. Firm's first show, *Television Digest*, will be telecast in the near future on WABD New York, Du Mont video station.

Executive chairman of the new firm is John H. Onken Jr., producer of *Gotham Playhouse*, formerly heard on WGHF, New York FM station. Juel Frances Spratt, actress and former theatrical agent, is vice chairman and secretary, and the chief of production is Larry Dorn, MBS producer. Other directors are: John Poindexter, former WINS New York program manager, Frank L. MacIntosh, Canadian radio and stage actor and dramatic coach, and Ensor Stoddard, radio and video actor.

In charge of other departments are: Leonard Wilds, finance, Irving Barr, script, Helen Bruff, sales, and Norman A. Schorr, publicity. Others in the group are: Jesse Kaplan and Jack Corey, comedy writers, Mary L. Kenney, WOR New York promotion writer, Bert C. Williams, musical arranger and director, David L. Friedman, Mort Nash, Seymour Horowitz and Marie Schaden.

AGENCIES

WILLIAM RAYBURN, formerly with promotion department of CBS, has joined copy department of Kenyon & Eckhardt, New York.

ROWLAND O. BARBER, former freelance writer, has joined creative staff of Franklin Spier Inc. New York.

GAIL AUSTRIAN, staff writer with Foote, Cone & Belding, New York, and **HARRY INGRAM,** director of NBC "Big Story" program, were married July 20.

JOHN HANSEN, account executive with Knollin Adv., San Francisco, has been transferred to agency's Los Angeles office, and that office, at 650 S. Grand Ave., has been expanded.

SEIDEL Adv. Publicity Agency, New York, has changed name and operation to **SEIDEL Adv. Agency Inc.,** New York, with all officers in firm remaining the same.

JONES KRANKEL Co., Chicago, has announced the beginning of its television department with **LEWIS I. SANDERS** as director.

ROBERT COUGHLAN has joined traffic department of Brooke, Smith, French & Dorrance, Detroit.

HARRY B. COHEN Adv., newly formed agency, has moved to 1 East 57th St., New York City. Telephone: Plaza 8-2843. Harry B. Cohen is president of firm.

ELEANOR KILGALLEN, casting director of Young & Rubicam, New York, has resigned from that position to join her sister, **DOROTHY KILGALLEN,** who begins her own program on ABC next fall in addition to her program, "Breakfast With Dorothy and Dick" currently heard on WOR New York.

ADRIEN GAMBET, formerly with E. R. Squibb & Sons, has joined R. W. Webster Adv., Los Angeles. He will reorganize medical and pharmaceutical division.

JAMES IRVING Jr., formerly with E. I. du Pont de Nemours & Co., has joined Gray & Rogers Adv., Philadelphia, in contact department.

JACOB GEISE, treasurer of Young & Rubicam, New York, is on the West Coast for several weeks.

FRED A. SELLE, formerly with Broadcast Meats and other food manufacturers, has joined Lieber Adv., Chicago, as head of agency's newly-expanded merchandising department.

CHARLES McMORRIS PURDY, former radio director and copy executive at Ferry-Hanly Co., and account executive at Caples Co., both of New York, has joined Bureau of Advertising, American Newspaper Publishers Assn., as assistant director of promotion.

IRVIN JOHNSON, formerly with McCann-Erickson's Minneapolis office, sailed on June 25 for Lima, Peru, where he will join the agency's office in that city.

HARVEY EMERSON, formerly in advertising department of National Schools, Los Angeles, has joined Stodel Adv., that city, as account executive.

W. R. T. CORY has been appointed manager of Toronto office of Harry E. Foster Adv. Agencies. He was previously with Walsh Adv., Windsor, and Spitzer & Mills, Toronto.

ROBERT C. ELVIN, formerly with Tandy Adv. and Cockfield Brown & Co., Toronto, has been appointed account executive of Harold F. Stanfield Ltd., Toronto.

MARY HARRIS, Hollywood script editor and assistant talent buyer of Young & Rubicam, is being shifted to New York headquarters.

STEVE SHOEMAKER, formerly in freelance advertising and exploitation, has joined Michael Shore Adv., Hollywood, as account executive.

PAUL VANDERVOORT III, magazine correspondent and freelance writer, has joined copy staff of Dean Simmons Adv., Hollywood.

JACK LYNAH, formerly head of his own agency, has joined Macaulay Co., Los Angeles, as account executive. **LAURENCE A. ANDERSON,** former account executive of Maxon Inc., Los Angeles, also has joined agency in similar capacity.

HASSEL SMITH, former partner of Hillman-Shane-Breyer Adv., and more recently with The Mayers Co., Los Angeles, has been appointed general manager of Western Adv., that city.

HOWARD MOSER, former account executive and radio director of N. J. Newman Adv., Los Angeles, has joined Ross Sawyer Adv., that city, in similar capacity.

ROBERT M. HIXSON, president of Hixson-O'Donnell Adv., Los Angeles, in Europe for ten weeks, returns to West Coast in mid-August.

RAY PROCHNOW, production manager of Dunn-Fenwick & Co., Los Angeles, and Betty Jean Conlan were married in Beverly Hills, Calif., June 28.

JACK SCRUGGS, timebuyer of Foote, Cone & Belding, Los Angeles, and Leila Longan were married in that city on June 28.

BILL CAREY, account executive of John Whitehead & Assoc., Los Angeles, is lyricist for "Heaven Only Knows," title song of film produced by Seymour Nebenzal.

BRUCE DODGE, head of production for Biow Co., New York, and **EDITH OLIVER,** writer and supervisor for "Take It or Leave It" sponsored by Eversharp Co., are in Hollywood to audition quizmasters to succeed **PHIL BAKER** in that capacity on the show.

WAYS 610 Kc 5000 WATTS DAY 1000 WATTS NIGHT

★ *Peggy Price and the Price Brothers Quartette—a listening habit down Charlotte, N. C., way. Heard each weekday evening at 6:00 over WAYS, Charlotte's showmanship station.*

Price Brothers Sing Sell

Harmony from the Price Brothers Quartette is pitched with sales for some alert advertiser seeking to sell the Charlotte market with a mass appeal show. Time and audience solidly established. Sponsor also will benefit from Price Brothers' constant public appearances throughout Charlotte area. Write WAYS, Charlotte, N. C., or Weed & Co. for details and audition disc.

Open Mike

(Continued from page 50)

(or abuse) the privilege were it granted, but rather a matter of justification of the broadcasters' right, under our constitution, to editorialize. For my part I am firmly convinced that we do have that right, and that justice is being denied us as long as the privilege is refused. It is regrettable that President Miller has not been accorded the 100% support of the NAB membership in his efforts to gain for us the recognition our medium deserves.

F. C. SOWELL,
Manager WLAC.
Nashville, Tenn.

June 27

* * *

Kind Word in Rhyme For Disc Jockey Trade

EDITOR, BROADCASTING:

Ode to the Disc Jockey

Oh, thou record-riding jockey,
Some exist who meanly mock ye,
Exercise no toleration
When it's your time on the station,
Only censure you severely
As you pun and wise-crack
cheerily;

Or, declaring you too cocky
For the office of disc jockey,
These may, with a fiendish smile,
Sharply elsewhere turn the dial,
Longing deeply, jovial jockey,
For the privilege to sock ye!

If these could, they would, oh
jockey,
Spirit you away and lock ye
In a dungeon on some island,
After which they'd smugly smile
and
Settle down to hear the platter
Minus your distinctive chatter.

I, for one will never knock ye!
(I'm one too, oh brother jockey.)

CHARLIE SPEARS
Disc Jockey
WORD Spartanburg
S. C.

Editor's Note: Perhaps Mr. Spears' ode was inspired by William J. Adams' article, "Do Disc Jockeys Boot Home Winners?" [BROADCASTING, June 23].

No. 1 PHILADELPHIA'S Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

'Radio Falling Short' in Fulfilling Duties, Women's Clubs Meet Concludes

DAYTIME SERIALS, children's programs and audience participation shows were raked over the coals at the radio luncheon of the General Federation of Women's Clubs June 27 at the Hotel Commodore, New York, during the Federation's Convention which opened on June 22.

The only defender of radio among the speakers was Grace M. Johnsen, manager of ABC's continuity acceptance department, who discussed radio's "Prides." The other speakers were Mrs. Clyde E. Bickel, state radio chairman, Michigan Federation of Women's Clubs, and co-chairman of the National Radio Committee, who opened the program with "Kisses and Hisses for Radio"; Fannie Hurst, author, who gave the sub-title, "The Infernal Triangle" to her address on "Radio's Prejudices," and Dorothy Dunbar Bromley, editor, Sunday woman's page, New York *Herald-Tribune*, who discussed "Radio's Fears."

"Radio is falling short in the fight for peace," Mrs. Bickel stated in the opening speech. In order to help the fight for peace and brotherhood our present educational programs should be as entertaining as they were during the war, she pointed out.

Better UN Coverage

"Let's use daytime serials to carry the worthwhile message of brotherly love," Mrs. Bickel suggested. People in foreign countries are hungry for the truth about our country and want to know about us, she continued, and as a solution suggested that we have a far better coverage of UN than what we have at the moment, educate the public on UNESCO, continue to provide funds so the "Voice of America" can continue to interpret us as we really are.

Commenting on children's programs, Mrs. Bickel was of the opinion that the average child does not listen to educational programs, but listens to shows featuring thrilling adventures, heroes, and excitement. "It is not a question of getting things off the air, it's getting things on the air that we must direct our attention to," she stated.

Defending radio's public service programming, Miss Johnsen retorted: "Radio prides itself in fulfilling its obligation to broadcast most of the time the programs that most of the people want, to give minorities an opportunity to hear the things they want to hear, and to present matters of vital importance in a proper interpretation of public service."

3 Major Responsibilities

In order to insure radio's supervisory authority over all programming, Miss Johnson reported that the broadcaster "is faced with three major responsibilities: (1) to provide information and good entertainment; (2) to make certain that the influence of radio is wholesome and (3) to use the power of radio constructively to promote the general welfare of the public, elevate our social and cultural standards, and support worthwhile community projects."

"Radio prides itself," she continued, "in realizing that it must never think that the ceiling of its achievements has been reached. Radio people are ever seeking new and better ways of doing things. The world is not yet a brotherhood but it is a neighborhood. Radio has helped to make it that neighborhood. It can help to make it that brotherhood. And it will," Miss Johnson concluded.

Explaining the sub-title of her address on radio's "Prejudices," Fannie Hurst described the "Infernal Triangle" as the radio industry itself, the advertiser and the consumer.

Miss Hurst critized daytime programs for using the same tired formats for a decade or more. In that period, she continued, the face of the world has changed but radio has not. The fear of gambling with new programs is responsible for some of the "radio doldrums" in which we find ourselves today, Miss Hurst reported.

She described the radio advertiser as "the sugar daddy who foots the bill." The only protection against the sponsored daytime serial, audience participation program or singing commercials, is to build up the audience buyer resistance, she said.

Power Replacement

SUMMER replacement for the Electric Light & Power Companies' *Hour of Charm* on CBS, Sunday, 4:30-5 p.m., effective July 13 will be *Summer Electric Hour*, featuring songs by Peggy Lee and Woody Herman. The *Hour of Charm* returns to CBS Sept. 7. Agency is N. W. Ayer & Sons, New York.

Shaw-Levally Separate, Form Own Ad Agencies

JOHN W. SHAW AND NORMAN W. LEVALLY, co-owners of Shaw-Levally Inc., Chicago advertising agency, have announced the dissolution of their firm to form separate agencies. Mr. Levally's new firm—Levally Incorporated will have offices at 360 N. Michigan Ave., while Mr. Shaw's agency—now known as John W. Shaw Inc. —will retain its offices at 228 N. La Salle St., both in Chicago.

It is reported that Mr. Levally will retain the Household Finance Corp. account (sponsors of *The Whistler*), one of accounts formerly held by Shaw-Levally Inc. Seven retained by John W. Shaw Inc. include: American Motorist Insurance Co., College Inn Food Products Co., Groves Shoe Co., Lumbermens Mutual Casualty Co., Standard Milling Co., Victor Adding Machine Co., and Dormeyer Corp. (food mixers).

LET'S LOOK AT THE RECORD . . .

HOOPER STATION LISTENING INDEX

Worcester **Massachusetts**

SHARE OF AUDIENCE **TOTAL RATED TIME PERIODS**

Index For:	WNEB	Network Station A	Network Station B	Network Station C	Network Station D	All Others
Dec.-Jan.	16.4*	46.3	16.2	13.0	10.9	4.4
Jan.-Feb.	18.0	44.6	14.4	11.2	9.5	2.9
Feb.-Mar.	21.4	42.5	14.0	10.2	10.0	2.4
Mar.-Apr.	24.0	40.5	12.8	10.6	10.6	1.7
Apr.-May	25.9	40.2	12.0	10.7	9.7	1.7

** Adjusted to compensate for the fact that WNEB did not start broadcasting until December 16, 1946*

The steady gain in listeners for WNEB can mean a steady gain in sales for you. Radio-wise time buyers and advertisers with an eye on the rich Worcester market are finding WNEB an increasingly desirable buy. If you have something to sell in New England's third largest city, WNEB belongs on that schedule.

WNEB

WORCESTER MASSACHUSETTS

Represented By: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

COMMERCIAL

BILL TUCKER, national advertising manager of KIRO Seattle, has been named commercial manager, newly created position at KIRO. **RALPH HANSON**, formerly in radio in Oregon, has joined KIRO sales department.

CARL DOZER, sales manager of WCAE Pittsburgh, has been elected president of Radio & Television Club of Pittsburgh. Club recently inaugurated its second year of activity as an exclusive radio club.

Mr. Dozer

JACK TIPTON has joined local sales staff of KLZ Denver.

PAUL H. RAYMER Co. has been appointed as national representative for WKJG and WKJG-FM, now under construction at Fort Wayne, Ind.

ADAM J. YOUNG Jr. Inc. has been appointed as exclusive national representative for two years by WEAM Arlington, Va.

RADIO ADVERTISING Co. has been appointed as exclusive national representative for WARK Hagerstown, Md. and WGAT Utica, New York.

WILLIAM G. RAMBEAU Co. has been appointed as representative for WNAM Neenah, Wis.

HAAN TYLER, sales manager of KFI Los Angeles, has been made a director of Los Angeles Adv. Club.

ABC FILMED President Truman's address at President's Highway Safety Conference June 18 at the White House for telecasting under sponsorship of American Safety Foundation. Sequence will be part of two-reel film depicting safety programs carried on throughout the country, scheduled for release by foundation in late summer.

21 YEARS Young!

WDOD

CHATTANOOGA, TENN.

CBS

5,000 WATTS DAY AND NIGHT

first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

Radio Clinic at NRDGA's Convention Stresses Sponsor Use of Broadcasting

LEE HART, assistant director of broadcast advertising for the NAB, told members attending the National Retail Dry Goods Assn. convening at the Palmer House in Chicago fortnight ago that "the advertising manager who wants to measure results from radio both in terms of item and departmental sales" must take cognizance of essential and basic points for successful radio advertising.

Speaking before radio clinic of the Sales Promotion Division on "Writing Copy for Ear," Miss Hart outlined the essentials of radio advertising, with particular emphasis on "regular and concentrated promotion" and the necessity for a radio advertiser to "beam" his message to the public by basing his choice of programs and times "on what he wants to promote and to whom."

Miss Hart also stressed the need for "conversationally natural" radio copy. She suggested, "read all copy aloud to see that it is written for ear."

Lawrence H. Foster, sales promotion manager of the Fair Store, Chicago, told the clinic that his stores problem has been to "reach the greatest number of people at the least cost" and that news programs had been selected in radio advertising for many reasons.

He said that a survey in 1944, when the store began its programs on the air, showed that from 65-80% of the people listed news programs as their first preference.

Mr. Foster hastened to add, though, that the Fair Stores' selection of news programs as a radio vehicle "is no reflection on what other stores might decide they would want. We have found it to be the best for us."

Chairman of the Radio Clinic was William T. White, sales manager of Wieboldts Stores Inc., who also spoke, as did Julian N. Trivers, publicity director of Wm. Hengerer and Co., Buffalo.

CBS Planning Promotion Managers' Clinic in N. Y.

A PROMOTION managers' clinic has been scheduled by CBS for Sept. 8-10 at the network's New York headquarters, where promotion problems of the CBS affiliates will be explored, it was announced last week by Herbert V. Akerberg, CBS vice president in charge of station relations.

David Frederick, CBS director of sales promotion and advertising, and Thomas D. Connelly, CBS director of program promotion, will conduct the clinic. It is planned to have timebuyers present at several meetings, as well as promotion and publicity directors of leading advertising agencies.

To assure that the clinic is conducted from the station's rather than the network's point of view, the affiliates were encouraged to suggest topics for discussion at the meetings.

Senate Committee Gets Comr. Ayres Nomination

PRESIDENT TRUMAN'S renomination of FTC Commissioner William A. Ayres for a third seven-year term beginning in September, is before the Senate Interstate Commerce Committee awaiting action. No date has been set by the committee for considering the nomination which it received June 26.

There had been speculation that the 80-year-old Commissioner and former member of Congress would retire upon the expiration of his term.

Justice Siegel

JUSTICE ISAAC SIEGEL, father of Seymour N. Siegel, program director of WNYC, New York's municipal broadcasting station, died June 29 after falling through an open window of his Manhattan apartment. The elder Mr. Siegel was appointed to the bench of the Domestic Relations Court in 1940. He served in Congress from 1915 through 1923.

Kendrick Appointed

ALFRED J. KENDRICK, former vice president in charge of World Music Service, the wired-music division of World Broadcasting, New York, has been appointed general manager of World Broadcasting Co., New York, a subsidiary of Decca.

Mr. Kendrick

Mr. Kendrick entered the recording field by joining Victor Talking Machine Co., and in 1913 joined Brunswick Records, later becoming general sales manager. He joined World Broadcasting in 1929.

WBTM

DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region**

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

ALLIED ARTS

A. R. COLLINS has been appointed head of manufacturing and engineering of Div. III of Stewart-Warner Corp., Indianapolis. Mr. Collins has been a member of engineering staff since 1942.

AMERICAN TELEPHONE AND TELEGRAPH Co. has announced that regular telephone service between China and U. S., suspended since 1938, was restored July 1. Initial service will be available to Shanghai and Nanking and extensions are planned to other points in nationalist China.

MARTIN H. PARKINSON, formerly with Pennsylvania Power & Light Co., has been appointed director of accounts and finance of RCA Communications Inc., New York.

DAVID DOLE, formerly of New York office of C. E. Hooper Inc., has been transferred to Hooper's Chicago office.

RCA COMMUNICATIONS Inc., has announced first direct radiotelegraph circuit linking the U. S. and Greece was opened July 1. New circuit eliminates London relay formerly used. Athens terminal of service is operated by Cables & Wireless Ltd.

CLAUDE BARRERE, formerly of WNBC New York promotion department, has opened office as talent representative and manager, at 70 E. 45th St., New York. Telephone: Plaza 3-0155.

PROCKTER RADIO PRODUCTIONS Inc., formerly located at 250 West 57th St., New York, has moved offices to 1270 Sixth Ave., New York.

RUSSELL K. CRENSHAW, former vice president and director of Management Planning Inc., New York, has been appointed director of research of Hill and Knowlton, New York.

BERK F. ANTHONY, production manager of Telefilm Inc., Hollywood (video films), is the father of a boy.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced the franchise of three new distributors of GE personal plane radio sets and other electronic equipment for personal planes. They are A. R. O'Donnell Co., Roosevelt Field, New York City; O'Connor Aircraft, Albany Airport, Watervliet; Buffalo Aeronautical Corp., Buffalo Airport, Buffalo.

GOULD STORAGE BATTERY Corp., subsidiary of National Battery Corp., St. Paul, Minn., has acquired entire business and plant facilities of Storage Battery Div. of Philco Corp., Trenton, N. J. Gould Corp. will assume warranty and service responsibility for all Philco storage batteries now in use and will have right to continue manufacture and sale of Philco storage batteries during transition period. **M. W. HEINRITZ,** vice president in charge of Philco battery division, has been appointed to similar position in Trenton plant of Gould Corp.

WCFL Chicago has signed a 52-week contract with Louis G. Cowan Inc., Chicago, for exclusive rights to broadcast Tommy Dorsey record series in Chicago area. Series, on five-hour-a-week basis, will begin either the first or second week in September.

KFXJ

Announces the appointment of the

Hal Holman Co.

as representatives for the areas of

New York and Chicago

WESTERN SLOPE BROADCASTING CO.

the pioneer VOICE OF WESTERN COLORADO at GRAND JUNCTION

FCC Awards Proposed Grant To Narragansett Broadcasting

THREE-POINT PREFERENCE for application of Narragansett Broadcasting Co. for new standard station at Fall River, Mass., on 1400 kc with 250 w fulltime was given by FCC in a proposed decision announced last Tuesday. The Commission would deny competitive applications of Southeastern Massachusetts Broadcasting Corp. and Bay State Broadcasting Co., which seek the same facilities at adjoining New Bedford, Mass.

Narragansett Broadcasting holds a construction permit for a Class B FM station at Fall River.

The report concluded that the Fall River station would serve twice as many persons daytime and 1½ times as many nighttime as either of the proposed New Bedford outlets. This would be a more efficient use of the channel, FCC said. Further favor of Narragansett was found by FCC in proposed greater integration of ownership and operation than its competitors.

The Commission cited an "additional reason for not preferring Southeastern Massachusetts Broadcasting Corp. and Bay State Broadcasting Co. over Narragansett Broadcasting Co. arises from the judicial proceedings involving principal stockholders of each of these applicants." The report noted that Max Kramer, president of Southeastern Massachusetts, was "under indictment at the time of hearing —and has since been convicted— for conspiracy to conduct a business in conflict with the interests of his employer." Mr. Kramer, until discharged in January 1945, according to FCC's report, had been employed by the *New Bedford Standard Times* as general manager and for several years also manager of the paper's station, WNBH. As for Bay State, the Commission report stated that 70%-Owner Joseph P. Duchaine "has been involved in various legal proceedings arising on charges of unfair trade practices and restraint of trade.

While he was an officer of Quality Bakers of America Inc., it was found guilty of violations of the Robinson-Patman Act and a few years later Mr. Duchaine was found guilty after a plea of *nolle contendere* to a criminal anti-trust indictment brought against him and various of his associates in the baking business."

The Commission stated that these proceedings "reflect on the business ethics and moral values of the individuals involved and in a competitive hearing such as this, should be considered adversely to the applicants involved."

Ownership of Narragansett Broadcasting Co. includes: Clark F. Murdough, president and proprietor of Edgewood Secretarial School, Cranston, R. I., president and 14.28% owner; George L. Sisson Jr., Fall River resident and Navy veteran, treasurer and clerk 14.28%; Albert Pilavin, in wholesale tire business in Providence, R. I., and having other business interests, director 42.85%; Leonard P. Cohen, life resident of Fall River, at present meteorologist with American Overseas Airlines in Newfoundland, 28.57%. Mr. Sisson and Mr. Cohen hold options respectively to buy all of Mr. Murdough's and most of Mr. Pilavin's holdings. Mr. Sisson would be fulltime manager, while Mr. Cohen would supervise technical personnel and office work. He also would resume as clerk and director of the firm.

The Commission's report said that the proposed grantee has selected J. P. Way, assistant manager of WOSU Columbus, Ohio, for that post at the proposed outlet.

Principals of Southeastern Massachusetts Broadcasting Corp. include: Mr. Kramer, president and 16 2/3% owner; William Laurans, head of Laurans Bros., wholesale grocery, treasurer 33 1/3%; Arthur Goldys, clerk attorney, 33 1/3%.

The remaining 30% interest in Bay State Broadcasting Co. is equally shared by Robert E. Hawes, AAF veteran, president, and Harold D. Mahoney, lumber and retail fuel interests, clerk. Mr. Duchaine is treasurer.

KQW Picketed

KQW San Francisco was picketed on June 24 by members of the CIO United Office and Professional Workers of America during a noon-hour demonstration against the recent dismissal of an employe. The employe was Mrs. Anne Burke, copy clerk in the program department. The union charged that she was dismissed for union activity. This was denied by C. L. McCarthy, general manager of KQW, who stated Mrs. Burke was released for inefficiency in her work. A week previously the union filed a charge of unfair labor practices against the station with the NLRB.

It's
kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION

For a profitable drive deep into the Cleveland market—let WJW carry your advertising message.

Advertisers know what many consecutive Hoopers show . . . that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland station. So . . . stay on the fairway with *Cleveland's Chief Station!*

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

NETWORK ACCOUNTS

New Business

DENALAN Co. Inc., San Francisco (Denalan Dental Plate Cleaner, Voilet Currie), July 1 started for 26 weeks "Fulton Lewis Jr." on 8 Don Lee California stations, Tues.-Thurs., 4-4:15 p. m. (PST). Agency: Rhoades & Davis, San Francisco.

MODE O'DAY Corp., Los Angeles (retail dress chain), July 4 for 52 weeks started "Erskine Johnson Commentary" on 45 Don Lee Pacific stations, Mon.-Fri., 11-11:30 a.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

Renewal Accounts

PUREX Corp., Southgate, Calif. (liquid bleach), June 22 renewed for 52 weeks "Rex Miller Reviews the News" on 43 Don Lee Pacific stations, Sun., 9:15-9:30 p. m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

TIP TOP TAILORS, Toronto (chain clothing stores), Sept. 21 renews for 26 weeks "Music for Canadians" on 32 Trans-Canada network stations, Sun. 7:30-8 p.m. Agency: McConnell Eastman & Co., Toronto.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. July 5 moved "Vaughn Monroe Show" on CBS from Sat. 8-8:30 p.m., to Sat. 9:30-10 p.m. period which was vacated by Pet Milk Sales Corp.'s "Saturday Night Serenade," which moves to 10-10:30 p.m. Agency for Reynolds is William Esty & Co., New York.

THE BAYER Co., New York (Bayer Aspirin), July 2 switched "American Melody Hour" on CBS, from Tues. 7:30-8 p.m. to Wed. 8-8:30 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

PET MILK SALES CORP., St. Louis, July 5 switches "Saturday Night Serenade," on CBS from Sat., 9:30-10 p.m., to 10-10:30 p.m. same day. Agency is Gardner Advertising, St. Louis, Mo.

STANDARD BRANDS Ltd., Montreal (Tenderleaf Tea), Oct. 5 changes Fred Allen show from 33 Dominion network stations which stopped for summer on June 29, to 28 Trans-Canada network stations, Sun. 8:30-9 p.m. Agency, J. Walter Thompson Co., Montreal.

Video School May Enter Field of Commercial TV

TWENTY-FOUR hour commercial television station, operating from studios of American Television Inc., Chicago, is a definite possibility, U. A. Sanabria, president of the video school, disclosed this week.

Mr. Sanabria said he is considering proposals that his organization apply to FCC for authority to telecast from the school's laboratories, utilizing cameras and equipment now being used by more than 4,000 veterans. American Television currently is offering studies in video techniques.

"On the basis of our own experience in advertising our schools," Mr. Sanabria said, "we are convinced that relatively modest telecasts more than pay for themselves in direct sales." He added that if American Television enters the field, all equipment, from cameras to stage sets, as well as instructors in makeup and acting techniques, will be made available to commercial sponsors.

YEAR-ROUND PROMOTION

. . . given by The Nunn Stations

● Newspapers, direct mail, lobby displays, street and window signs and air announcements, are but a few of the publicity and promotion aids used on a year-round basis. A factor that means more listeners . . . greater sales!

The Nunn Stations

KFDA	(ABC)	Amarillo, Tex.
WCMI	(CBS)	Ashland, Ky. Huntington, W. Va.
WBIR	(ABC)	Knoxville, Tenn.
WLAP	(ABC)	Lexington, Ky.
WMOB	(ABC)	Mobile, Ala.

"RESPONSE-ability is the BUY-WORD"

SPONSORS

ALLEN M. WHITLOCK, former account executive at Kastor, Farrell, Chesley & Clifford, New York, has joined Associated Products division of General Foods Corp., New York, as associate advertising manager for Satina and La France laundry products as well as Log Cabin Syrup, and Calumet Baking Powder.

ROBERT F. GARDNER, Chicago area sales manager for Johnson's Wax Co., Racine, Wis., has been named merchandiser of company's maintenance wax products, and **ROBERT D. LEDLIE** has been transferred to company's Textile DRAX Dept. in New York area.

FRANK HAAS, assistant advertising manager, Whitehall Pharmacal Co., New York, has resigned effective July 18.

DAD'S ROOT BEER Co., Chicago, has commissioned Television Adv. Productions, Chicago to prepare series of film spots for 26 weeks started July 2 on WBKB-TV Chicago.

MONROE CHEMICAL Co., Quincy, Ill. (Marty T. Goldman Div), has appointed H. M. Gross Co., Chicago, to handle advertising. Radio will be used.

THRIFTY DRUG STORES Inc., Los Angeles (retail chain), heavy users of So. Calif. radio, adding to schedule, June 23 started five-weekly 15-minute "Fulton Lewis, jr." on KXO El Centro, and in addition five announcements daily on that station. Contracts are for 26 weeks. Agency: Milton Weinberg Adv., Los Angeles.

CANADIAN NATIONAL EXHIBITION, Toronto (exhibition, Aug. 22-Sept. 6), plans using spot announcements on a large number of Canadian stations, as well as stations in Ohio, New York, Michigan and Pennsylvania. Agency: Cockfield Brown & Co., Toronto.

VALLEY FLIGHT SYSTEM, San Bernardino, Calif. (packaged flight instruction), has appointed John Whitehead & Assoc., Los Angeles, to handle advertising. Radio will be used.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's Ant Paste), in a 13-week summer campaign, has started using daily spot announcements on KHJ and KECA Hollywood. Firm also uses participation in programs on KSFO San Francisco and KXLA Pasadena. Agency: W. C. Jeffries Co., Los Angeles.

PACIFIC EXPORT Co., Los Angeles (exporters), has appointed Michael Shore Adv., Hollywood, to handle advertising. Local spot radio is being used.

QUICK-WAY HOUSEHOLD PRODUCTS, Los Angeles (Quick-Way paste household cleaner, liquid wax, plastic gloss), has appointed Abbott Kimball Co., that city, to handle national advertising. Radio will be used.

FORD MOTOR Co., Los Angeles (Southern Calif. dealers), July 2 started weekly two and one half-hour telecasts of Olympic Auditorium boxing and wrestling matches on KTLA Hollywood. Contract is for 44 weeks. Agency: J. Walter Thompson Co., Los Angeles.

PERMA-NAIL Co., Burbank, Calif. (nail polish base coat), has appointed A. James Rouse Co., Los Angeles, to handle national advertising. Regional radio will be used.

DAMEREL-ALLISON Co., Covina, Calif. (D & A Orange Juice), has appointed Western Adv., Los Angeles, to handle regional advertising. Radio will continue to be used.

JAMES F. DECKER PRODUCTS Co., Los Angeles (toys), June 21 started spot announcement schedule on KMPC KECA KHJ. Contracts are for 52 weeks. Agency: Ross Sawyer Adv., Los Angeles.

PLAS-TEX Corp., West Los Angeles, Calif. (mfg. plastic products), has appointed Smith, Bull & McCreery Adv., Hollywood, to handle national advertising. Radio will be used.

COMMONWEALTH HEATING Co., Pittsburgh, has appointed W. Earl Bothwell Inc., that city, to handle advertising. Company plans to sponsor Louis L. Kaufman commentary over KQV Pittsburgh.

TELDISCO Inc., East Orange, N. J. (distributor of radio and television receivers), July 1 started sponsorship of Tuesday night fight telecasts on WABD New York.

CALIFORNIA PHYSICIANS SERVICE, San Francisco, July 20, 52 weeks, shifts "California Caravan" on 21 Don Lee Calif. stations, Fri. 8:45-9 p.m., to 14 ABC Calif. stations, Sun. 1:30-2 p.m. (PST). Agency: Lockwood-Shackelford Adv., Los Angeles.

CHICAGO MAJESTIC Inc. has appointed Chapman Inc., Chicago, to handle its radio promotion of Majestic record sales. Sponsor's program, "Majestic Musical Caravan," aired 12 midnight-12:30 a.m. (CDST) Tues.-Sat., over WENR Chicago, will be continued.

CENTAUR Co. Div., STERLING DRUG Inc., New York (Ironized Yeast), has added another station, WWVA Wheeling, to those CBS stations crarying its "Big Town" program on Tues. nights. Total number of stations, now 144, marks largest list ever used to advertise Ironized Yeast Tablets.

WNBC New York Attains Sales Increase of 10%

A 10% SALES increase for April, May and June 1947, over the second quarter of 1946 for WNBC New York was announced last week by William O. Tilenius, station sales manager, marking the first possible comparison of sales figures for the station since it became an autonomous operation March 1, 1946.

Program sales, of which there were 12 new accounts which purchased program time during the second quarter, paced WNBC's business increase in addition to 12 new announcement and participation sponsors during the April, May, June period. There were nine renewing sponsors during that time.

Continental Owners

OWNERS of Continental Broadcasting Co., awarded a conditional grant for a Class B FM station at Atlantic, Iowa [BROADCASTING, June 23], are Leo R. Pearlman, physician, president; Joel Levy, chemical engineer, vice president, and George E. O'Malley, attorney, secretary-treasurer. All are veterans. Dr. Pearlman holds 60% interest, Messrs. Levy and O'Malley 20% each.

KXO

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"Voice of Imperial Valley"

250 Watts Day and Night (1230 kc.)

Serving 146,000 Listeners

Effective Coverage Imperial Valley, Coachella Valley

Affiliate

DON LEE-MUTUAL BROADCASTING SYSTEM

PAUL H. RAYMER CO.
National Representatives

P. B. REED HEADS RCA EASTERN FIELD SALES

P. B. (Pinky) REED, for the past two and half years sales engineer in the Washington, D. C. office of RCA in charge of broadcast and television equipment sales, was scheduled to begin new duties July 1 as field sales manager of RCA's Engineering Products Dept. (East Central region) with headquarters in Cleveland.

Mr. Reed has been with RCA for 17 years. In his new post he will be in charge of sales in the East Central region for all RCA engineering products, including AM and FM broadcasting equipment, television equipment, and police and emergency communications. industrial electronics, commercial sound and photophone (for theatres) equipment.

WABD Additions

JOHN McNEIL, acting WABD sales manager as well as general manager of WABD New York, Du Mont television station, has added four new salesmen to his staff: David Gross, formerly with the Du Mont video receiver sales department; Theodore Bergman, recently with Allen Funt Radio Productions and during the war with SHAEF, where he directed the broadcasting of all Army programs from Europe; Angus McIntosh, formerly director of radio for Ward Wheelock & Co.; Lee Wallace, who produced experimental television programs of WOR New York on the Du Mont station and has recently had his own video package program agency.

Westinghouse at Peak

NET SALES by the Westinghouse Electric Corp. during May reached the highest peacetime monthly figure in the firm's history, according to a statement last week by A. W. Robertson, chairman of the board. The overall net sales total for May was $58,891,705, an increase of $406,461 over April. Mr. Robertson said that new business signed by Westinghouse in May totaled $67,914,225, compared to $92,532,767 in April.

86% in Mutual's Polling Approve of Radio's Job

LISTENERS to Mutual's *Opinion-Aire* show on June 25, voted an emphatic "yes" to the debated question, "Is Radio Doing a Good Job?" Early telephone returns from the five participating cities—Emporia, Kans., Huntingdon, W. Va., Wilkes-Barre, Pa., Hastings, Neb., and Miami, Fla.—showed 86% of the respondents favoring the affirmative side, 14% the negative.

The question was upheld in the radio debate by Carl Haverlin, president of BMI. His "counsel" was Sydney Kaye, BMI attorney and board vice-chairman. The negative view was taken by Llewelyn White, author of *The American Radio*. His counsel was Ben Gross, *New York Daily News* radio editor.

KSON, NEW SAN DIEGO OUTLET, NAMES STAFF

COMPLETE STAFF for KSON, San Diego's new 24 hour a day station soon to begin operation [BROADCASTING, June 16], has been announced by General Manager C. Frederic Rabell.

Dr. John Ward Studebaker, U.S. Commissioner of Education and his son, Gordon Studebaker, are principal owners of the station and the latter will also serve as program director.

Other staff members include Carl W. Greene Jr., formerly of WNCA Asheville, N. C., and WQAM Asheville, N. C., and ager; Bill Gramer, formerly of WCLE Clearwater, Fla., sports director; and Larry Doyle, formerly of KIEM Eureka, Calif., promotion manager. Engineering staff is headed by Eskil Holt, until recently with KGB San Diego, and consists of Jack Turner, Ned Lewis, Fred Mitchell and Howard Van Voorhis. Dorothy Johnson is the new traffic manager and head of the office staff which includes Louise Novinger in the program department. Don Evans, formerly of KCMO Kansas City, and J. Fred Lindquist of KOCA Kilgore, Tex., will be time salesmen.

BY EVERY MEASUREMENT, WTIC, HARTFORD, DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET!

WTIC 50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

TURNTABLE

HOWARD REED, member of sales department of **SACRED RECORDS Inc.**, Los Angeles, has been named to supervise distribution and sales of new religious musical packages for radio ministers and stations. Each new package is created around some special type of music, such as choir, organ etc. Packages are created in small units of 24 selections, with three discs including four selections on each side.

JAMES ALDWORTH, formerly of Raymond R. Morgan Co., Hollywood agency, has been appointed program director of The Bemis Co., that city, transcribed program packager.

HAL SAWYER has been signed as announcer of 26-week transcribed series, "Unexpected," being produced by Hamilton-Whitney Productions, Los Angeles.

UNIVERSAL RECORDING Corp., Chicago, is transcribing new series, "Musically Yours," featuring orchestral and vocal talent, for U. S. Army as recruiting pitch.

CAPITOL TRANSCRIPTIONS, Hollywood, has announced following new stations have subscribed to its transcribed musical library and program format service: WCFR Fall River, Mass.; KZRH Manila; WTTH Port Huron; WPAX Thomasville, Ga.; KGBS Harlingen, Tex.; KWSL Lake Charles, La.; KWSC Pullman, Wash.; KWDM Des Moines; WKOB North Adams, Mass.; KWHN Fort Smith, Ark.; KOCO Salem, Ore.; WLAM Lewiston, Me.; Collinson-Wingate, Topeka, Kan.; Northwest Public Services, Kelso, Wash.

HAMILTON-WHITNEY PRODUCTIONS, Hollywood transcription producer, has signed contract with Stanley Cowan and Jacques Press, songwriters, for production, sales and distribution of new series of children's recordings, "Songs of History."

CBS Is Named Defendant By Coster in Libel Suit

CBS was named defendant in a $250,000 libel suit filed in the New York Supreme Court last week by Donald Q. Coster, an account executive of the Bureau of Advertising, New York.

Named as co-defendants were Foote, Cone & Belding Inc., and Rayshow Inc., New York, a radio producing firm. Mr. Coster contended that he was libelled and held up to "ridicule, scorn and contempt" in CBS' *Reader's Digest Radio Edition* Feb. 27 allegedly dramatizing Mr. Coster's part in the North African operations, during which he served as an Army colonel.

Mr. Coster declared that he was impersonated on the show by a radio actor and that the impression was given that he had either written the story or had approved it.

New WADC Quarters

WADC Akron, now in its 23d year of broadcasting, will erect a two-story brick building at Mill and Main St. to house its operations, Allen T. Simmons, owner and operator, has announced. Construction will start as soon as the Buchtel Hotel, now on the site, is razed. Space will be available also for FM and television facilities. Around the top of the building will be a lighted sign which will print out news in lights, similar to the Times Square sign.

WRRF★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Gail G. Geddes

FUNERAL services were held in Washington Tuesday for Gail G. Geddes, 33, an executive of the National Assn. of Manufacturers and son of Bond Geddes, executive vice president of Radio Manufacturers Assn. Death resulted from an auto accident near Doylestown, Pa. Mr. Geddes' two daughters—Carl, 4, and Olivia, 3—were injured but are expected to recover. Mrs. Geddes is the former Grace L. Carr of Washington. Mr. Geddes served during World War II as a Navy lieutenant aboard the aircraft carrier *Saginaw Bay*, participating in five major engagements. He was a member of Sigma Nu fraternity and held a Phi Beta Kappa key. He attended Dartmouth and was graduated from Tuck School of Business Administration. A brother, Bruce B. Geddes, of WTOP Washington, also survives.

Sports Telecasts' Sales Value Shown

54.5% Sets In Use as Ball Game Was Played, CBS Finds

TO MEASURE the commercial value of sports telecasts, CBS had a special survey made by C. E. Hooper Inc. on the evening of June 6, when WCBS-TV New York was televising the night game between the Brooklyn Dodgers and the Chicago Cubs. Five hundred calls, made between 8:45 and 10:15 p.m., revealed:

Video sets-in-use were 54.5%, more than double the Hooper June evening average of 23.0% for radio sets-in-use. All three New York video stations had sports programs on that evening—fights on WNBT and wrestling on WABD, as well as baseball on WCBS-TV.

Sets tuned to WCBS-TV had an average audience of 6.26 persons: 3.74 men, 1.52 women and 1.0 children. This compares with 2.5 persons per set in the radio audience.

Three out of four of those watching the baseball telecast could identify the Ford Motor Co. as sponsor of the program. And two-thirds of those who correctly named Ford as that night's sponsor could also name a product of General Foods Corp., which alternates with Ford in sponsoring the Dodgers' home game telecasts on WCBS-TV.

Lawrence W. Lowman, CBS vice president in charge of television, pointed out: "The high sets-in-use figure indicates the great interest in sports among television set users. Together with the sponsor-recognition and persons per-set figures, they are especially meaningful to advertisers who are pondering the type of program to sponsor when they get into television.

"This survey," Mr. Lowman concluded, "corroborates what television people have long believed—sports in television is a terrific sales vehicle for the advertiser."

WTMJ Milwaukee, July 1 increased its daily broadcast schedule an extra hour and its Sunday schedule one-half hour. Station is on daily from 5:30 a.m. to 12:30 a.m. and Sundays from 7 a.m. to 12:30 a.m., representing a weekly increase of 6½ hours.

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TECHNICAL

BENDIX RADIO Div., Bendix Aviation Corp., Baltimore, Md., has introduced new FactoMeter, described as "an AM-FM set that is portable to any light socket . . . equipped with small, telescopic antenna and precision meter which accurately translates strength of incoming signals on the antenna." FactoMeter is used in finding "dead spots" in rooms where FM set is installed and it takes guesswork out of installation for dealers.

VIC BLACKETER, control room engineer at WHO Des Moines, is the father of a boy, Stephen Douglas.

SERAFIN MONTERO LIRIO, formerly with RHC Cadena Azul, Havana, Cuba, has joined engineering staff of WAPA San Juan, P. R.

CHARLES HICKS has joined control room engineering staff of WTAG Worcester, Mass.

ELECTRONIC SOUND ENGINEERING Co., Chicago, has announced that the first license for manufacture of its new, high fidelity amplifier circuit has been granted to **UNIVERSAL BROADCAST EQUIPMENT Corp.** New amplifier is for use in quality equipment for broadcasting and recording and for record production. It minimizes distortion and allows recordings to be produced in better tone quality.

GENERAL ELECTRIC Co., Electronics Dept., Syracuse, N. Y., has announced addition of two industrial and two transmitting tubes to its line: GL-2E24 and GL-2E26, plus industrial tubes 3B24 and GL-473.

KSO Des Moines, has installed mobile telephones in its mobile units. With the new two-way radio telephone service, news and special events men on location within radius of 25 to 30 miles from Des Moines, will be in constant touch with studio.

RAYTHEON MFG. Co., Special Tube Section, Newton, Mass., has announced the commercial availability of type CK570AX, non-microphonic electrometer triode. Tube was developed for portable radio-activity meters and makes possible unlimited production of simple, low-cost health survey meters for protection of personnel working in radio-activity and X-ray fields.

Amateur Night

MARTIN DREESEN, assistant engineer of WJAG Norfolk, Neb., June 22 while listening to the shortwave band, picked up a message from Kenneth Werner, "ham" operator at Chambers, Neb., which was completely cut off by floods. Mr. Werner was trying to get a message from the flood area to a friend in Norfolk. Using his own shortwave transmitter, Mr. Dressen established communication with the Chambers operator through a third amateur station which also was broadcasting flood messages, and in 15 minutes had delivered the message.

PLANS ARE underway for exchange of technical staff members of CBC and BBC in autumn, according to **DR. A. FRIGON,** CBC general manager. No arrangements have been made for exchange with American networks.

JIM NASH and **TED LITTLE,** new to radio, have joined technical staff of CFOR Orillia, Ont.

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"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

PROGRAMS

BASEBALL FANS at the Indianapolis Indians games now have the opportunity to relate their opinions on conduct and progress of the home team. In new series over WIBC Indianapolis, titled "Grandstand Manager," Gene Kelly, WIBC sports editor, interviews fans from the ballpark during home games, and from special booth in front of WIBC studios when games are wired in from out of town. Series is sponsored by Kaiser-Frazer Co., and as part of promotion, Mr. Kelly drives new Frazer car to and from games, bearing big sign plugging show.

Strike Coverage

NEWS from the City Hall during the recent transit strike in St. Louis, was covered continuously during the 14-day negotiation period by the news staff of KXOK St. Louis. Regularly scheduled programs were interrupted frequently to bring a total of 38 broadcasts direct from the City Hall, where negotiations were in progress between striking street car and bus operators' union, the Public Service Co., and the mayor. Bruce Barrington, KXOK news editor, covered the meetings in a field car equipped with a radio telephone.

Preview

TO PROMOTE the afternoon record show "Hour of Music" on KLZ Denver, Frank Harden, the record m.c., airs a quarter hour teaser segment at 8:30 a.m. daily, giving tips on what artists, bands and tunes will be featured on later program. Usual procedure is to play one side of a recording with promise to play other side at 4 p.m.

Opinion Digest

A PUBLIC OPINION digest program, titled "The National Opinion," is now heard on WARL Arlington, Va., Wed. 8-8:15 p.m. Conducted by Robert J. Landcraft, executive secretary of the Arlington-Fairfax Real Estate Board, series presents condensed editorials and editorial comment from newspapers across the country.

'Coffee Time'

AUDIENCE participation at a record show is being developed at WPAY Portsmouth, Ohio, around its "Coffee Time" program, aired five days weekly 8:30-9 a.m. Four-H Clubs over seven counties will attend broadcasts in small groups and join Bob Tucker, m.c., in his chatter between records. Talk centers around series of timely subjects. Coffee and doughnuts are served on the spot during broadcast.

Child Talent

CHILD TALENT is aired on new Saturday morning feature on WARD Johnstown, Pa., titled "Rodeo Day" and featuring a cowboy singer as m.c. First half-hour of the full hour show is broadcast from stage of local theatre and draws participants from audience. Bicycle is awarded at the end of each program to child picked as best performer. Two children also are chosen as most promising singer and most promising radio announcer. Series is co-sponsored by local Sears Roebuck Store and Patty Tiny Tot Shop.

Family Problems

PROBLEMS of family life are discussed in new series "The American Family" which started June 25 on WOV New York, Wed. 9-9:30 p.m. Written and produced by Arnold B. Hartley, assisted by Virginia Momand, series has as its aim, a happy family. Presentation is done in various forms—drama, straight narrative and documentary—each one covering, constructively, some factor contributing to unhappy families in America. Causes and cures are then discussed.

'Star Time'

ORIGINATING from station's miniature radio playhouse, new series titled "Star Time" has been started by WTTM Trenton, N. J., in cooperation with Hurley Tobin, local house-furnishing store. Lucille Ball, starring in "Dream Girl" currently showing at Princeton Drama Festival, was first attraction of series and was interviewed on show. Other stars will be interviewed in succeeding weeks.

Citizen's Forum

COMMUNITY SUBJECTS from recreation to store shopping hours are discussed each week on "Your Neighbors Speak" program over WRUN-FM Rome, New York. Every Monday evening, four citizens, usually selected two weeks in advance, representing varying points of view, meet at 7 p.m. to talk over the announced subject, and then at 8 p.m. they go on the air to discuss the issue with the program moderator.

Speed Race Coverage

EXCLUSIVE short-wave pickup broadcast of start of 23rd annual Mackinac Race July 12 will be carried by WJR Detroit. Program will be divided into three segments, with word descriptions of starts of each of three speed classifications. Station promotion department will supply all boats sailing in event with special weather forecast chart listing times of Lake Huron special race weather forecasts to be broadcast July 12, 13, 14. Spaces will be furnished on charts enabling sailors to mark in weather conditions as they tune to WJR while race is in progress.

Bing Continued

TO CARRY winter's audiences over to summer, WDSU New Orleans has developed a continuation of Philco's "Bingstime" program. Sponsored by a Philco distributor and a Philco retail outlet, new show is broadcast at Bing's regular Wednesday time and is patterned after the winter show. Show consists of Crosby records and guest artists on record, with local announcer doing continuity.

'In-School' Program Awards

CLIMAXING a year of educational activities, WOWO Fort Wayne, Ind., concluded each of its "in-school" program series by awarding inscribed scrolls to organizations responsible or assisting in programs. Included were Junior League, Radio Dept. of Indiana U., Fort Wayne Journal-Gazette and International Junior Town Meeting.

Industrial Exposition

REMOTE programs from Canton Industrial Exposition—89 programs in all—were carried in one week by WCMW Canton, Ohio, in conjunction with Canton Junior Chamber of Commerce. In addition to programs of news, sports, music, etc., a specially prepared show titled "Products on Parade" was aired, saluting the various industries having displays at the exposition. Programs were sponsored by national products made in Canton.

Parks Described

TO ACQUAINT citizens with local parks and playgrounds, WGL Fort Wayne, is again presenting a summer series, "This Is Your Park," Sat. 10 a.m. In its third year, series consists of half-hour programs transcribed from different parks or playgrounds throughout city. Safety also is stressed with children educated to the fact that safest place to spend leisure hours is at their neighborhood playground.

'Kiddie Kwiz'

BROADCAST from bandstand in local park, "Kiddie Kwiz" program over KDYL Salt Lake City is especially designed for children between the ages of 6 and 12. Sponsored by Wilson Products Co. and Grand Central Market, both of Salt Lake, show features teams of boys and girls competing against each other for prizes of dolls, cowboy outfits, ice cream, etc. Bicycle is awarded once a month as grand prize. Show is aired Sat. 1 p.m.

Anti-Hay Fever Drive

ANTI-HAY FEVER campaign got under way in Cincinnati on June 23 with radio portion of the drive for the Citizens Anti-Weed Committee handled by Richard W. Hubbell, of Richard W. Hubbell & Assoc., television consultants. A quarter-hour program titled "Swat That Ragweed" was broadcast June 22 on WLWA Cincinnati, Crosley FM station, and transcribed for rebroadcast on other Cincinnati stations, WSAI WKRC WCKY and WCPO.

Civic Feature

TO FOCUS attention on community problems, KXOB Stockton, Calif., has started weekly "Make Stockton a Better Place To Live." Operating in conjunction with community's Chamber of Commerce, programs are to cover such civic matters as housing, schools, water supply, port development, industrial expansion, sales tax, sewage disposal and recreation. Art Cook, Chamber of Commerce secretary-manager, handles series.

CBS has announced that it is now offering its nine co-op shows to FM stations run by CBS affiliates. First sale was made to Sears Roebuck on WAFM, FM affiliate of WAPI, CBS Birmingham, Ala., for the "Dick Hottelet and the News" program. FM stations can buy co-op shows at minimum rate at which AM stations in same area can purchase them.

Stop that gap!

There's a gap in your coverage if you forget the billion dollar north Alabama market. Sales may be leaking out to your competitor. Our business is to stop that gap with WSGN's top place audience . . . *Latest Hooperatings show WSGN first in daytime (8 AM-6 PM)* listeners, with 33% of the audience. So, for outstanding coverage buy WSGN.

ALABAMA'S BEST BUY FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

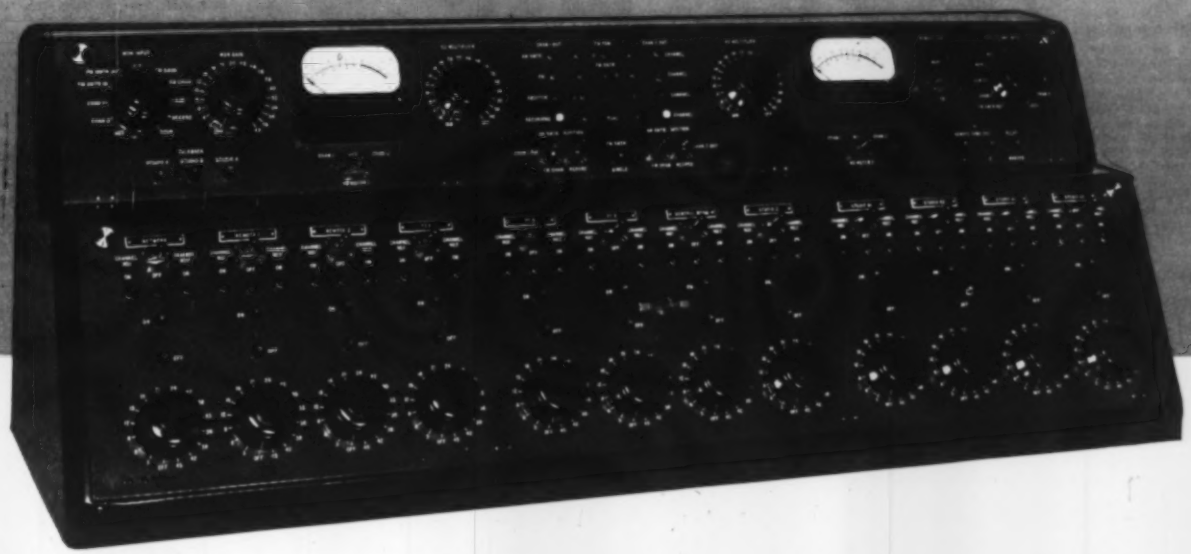
Going Places Fast in Idaho

KSEI

POCATELLO • IDAHO

speech equipment tailored to a station's **individual needs**

An example of Collins custom built speech equipment



Here at Collins we have the broadcast engineering know-how to furnish all of your audio facilities with performance and control circuits *as you want them.*

Part of your requirements can undoubtedly be met within our complete standard post-war line, unit by unit. However, in cases in which these do not satisfy your own operating methods, we are prepared to engineer units which do.

All Collins speech equipment meets FCC performance specifications for AM, FM and Television. It is used in broadcast stations, recording studios, PA systems, advertising agencies—wherever dependable high quality audio amplification and control are desired.

Make use of our consultation service. Our engineers, with experience in every phase of broadcasting, can be of much assistance in planning your installation. Depend on us for equipment which surpasses present standards and anticipates those of the future. A letter, wire or phone call will bring a Collins sales engineer to your office.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

PROMOTION

TO IMPRESS citizens with the advantages of trading with local merchants instead of going out of town to larger cities, extensive campaign was staged during recent month by WCNC Elizabeth City, N. C., and local business men. Theme of campaign was to point out to shoppers how they were hindering themselves and the community by spending money out of town. Listeners were urged to enter letter contest on "Why I Should Shop in Elizabeth City." During remote broadcasts from shopping districts, credit slips were given to those interviewed and these slips were honored at stores of merchants backing campaign. Slogan "Shop in Elizabeth City for a Better Community" appeared on signs and posters in store windows and other posters reading "Are You Boosting Elizabeth City" were placed around business section. As result of campaign, merchants report sales up, according to report from WCNC.

Joint Promotion

TWO-WAY promotion plan has been evolved between BBDO for CBS "Sam Spade" program and Universal International Pictures for Mark Hellinger's production, "Brute Force." Picture's exploitation will feature Howard Duff as star of program and latter will point up his portrayal in film.

Roadside Superintendent's Club

MEMBERSHIP cards have been issued to all Madison, Wis., businessmen, entitling them to membership in Roadside Superintendent's Club, with "full rights and privileges to attend and to watch, from a safe distance, the erection of six, 250-foot steel radio towers at the transmitter site of the Monona Broadcasting Co.'s new 10,000 w AM radio station—WKOW." WKOW will not be on the air for five to six months, but promotion is already well underway. The membership cards are wallet-size and carry cartoon drawing of man watching tower.

Program Announcement

SPECIALLY designed program announcement for WTAG Worcester, Mass., now appears on the play-bills distributed at Worcester Drama Festival's stock company productions. These ads—in form of a stage with drawn curtain — highlight the new WTAG series of weekly interviews with leading members of surrounding summer stock companies in a program titled "Curtain Calls."

Whiteman Club

ORGANIZATION of the "WENR-Paul Whiteman Club," composed of listeners in Chicagoland area, has been announced by ABC Central Division. To obtain membership, listeners are invited to send in names of favorite recordings, together with self-addressed stamped envelope. Those applying before July 5 were designated as charter members, though any applicant whose name is Whiteman may apply any time. Membership cards will be mailed to applicants, whose favorite recordings will be played on Whiteman's show from day to day. Promotion for show includes distribution of cards, on which a listener reminder is written in invisible ink, with instructions to "Dip this card in water."

KFAB Scholarship

WINNER of second annual radio scholarship given by KFAB Omaha, through the University Foundation, is John Carson. Mr. Carson will spend nine weeks of summer school session in training at KFAB, doing some announcing, writing and becoming generally acquainted with all departments. At end of training period, he will be given an examination and receive university credit for his work. Winner of last year's scholarship, Bud Levinson, will become chief announcer of KOLN Lincoln, when it goes on the air in a few weeks.

Video Review Booklet

PICTORIAL booklet has been prepared by KSD-TV St. Louis, presenting highlights of special telecasts by that station of U.S.G.A. 47th Open Championship Tournament. Booklet contains pictures of various parts of the event, equipment used in telecasting and brief review of each scene.

Corn Holders

SUMMER promotional folder for WIBW-FM Topeka, has been issued by that station, featuring inserts of plastic corn holders. Center spread of brightly colored green and yellow folder presents drawing of an ear of corn. Into each end of the corn drawing is inserted a corn holder. Copy reads, " . . . Get a Firm Hold on Topeka's Increasing FM Listeners Now—Hire WIBW-FM." Information on station rates is included along with reply card for ordering additional corn holders and additional information.

JOHN ESAU, vice president and general manager of KTUL Tulsa, makes last-minute changes in exhibit aboard "Oklahoma Industrial Exhibit Tour" train. Mr. Esau is exhibits chairman of the expedition to gain industrial recognition for the state, which is now touring the North and East. The 15-car train is carrying 168 Oklahoma citizens who will "sell Oklahoma." Four baggage cars are utilized for displays telling the story of the state's resources.

Sports Album

ALBUM of highlights of sports in Stark County has been prepared by WCMW Canton, Ohio, and is being distributed to listeners. Album was written by Vic Decker, of WCMW sports staff, and presents a review of the county's sports activities from 1887 to 1946. Cover carries slogan, "Clean Sports for Good Sports." Pictures of various athletic organizations—both of old-timers and present day clubs—are presented in addition to tributes to outstanding sportsmen.

'Telling the World'

STRESSING the extensive advertising campaign launched to bring attention to increase in power, WLAW Lawrence, Mass., has prepared attractive brochure for distribution to the trade. It is an eight-page exhibit with front banner reading, "Telling the World About the Greater WLAW." Specimen advertisements occupy entire four inside pages, advertisements being carried originally in 29 newspapers and 9 trade publications, each of which is listed in brochure. Coverage map is presented on back page.

Advance Promotion

SERIES OF TEASER ads are being run in Long Island daily newspapers to create interest in July 15 opening of WHLI and WHNY (FM) Hempstead, L. I. Ads are supplemented with strategically located billboards on main crossroads and with posters in busses. Stations also have released to retailers pamphlet, "How to Increase Your Business," describing advantages of broadcast advertising. "We're On The Air Over WHLI-WHNY (FM)" posters are being placed in all stores which have signed contracts for time.

WMAQ House Organ

EXTERIOR house organ, "The Q from WMAQ," published by NBC Central Division sales and promotion department, is being mailed in reprint form to 13,000 food retailers by Arvey Corp. direct mail and display advertising firm. May 1947 issue, comprising four pages of stories and photos tieing in radio programs and displays, is being utilized by corporation to promote point of purchase advertising displays.

Tower Erection

TWO-PAGE SPREAD of pictures showing the step-by-step erection of antenna tower for KSD-TV St. Louis television station appeared in the June 22 Pictures section of the St. Louis Post-Dispatch. Pictures, with explanatory cutlines, were run in sections such as "placing the steel," "ground work," and "jumping the pole." Shots of workers and spectators also were included with brief sketch giving some of the statistical facts concerning the tower.

Jeep to Farmer

AN OUTSTANDING Western farmer or grower is chosen each week on the CBS "Western Farm Journal" program and is awarded a new 1947 Willys Universal civilian jeep, worth $1,400. The award is contributed by Willys Overland Motors Inc. as a public service to the agricultural industry.

'Pulse' Series

BASED on Pulse Ratings earned by station's programs, series of promotional folders have been distributed to the trade by WEEI Boston. Each folder carries side banner reading, "How's Your Pulse?" Cartoon drawing on front of each piece indicates type of program to be discussed on inside pages. Comparison of Pulse Ratings emphasizes the sales effectiveness of WEEI.

RCA Catalog Sheets

DESIGNED for radio and service dealer's master catalogs and salesmen's catalogs, four new catalog sheets on the RCA FM speaker, television parts, television antennas and accessories, and the Magic Tone Cell phonograph modernization kit, have been made available to RCA distributors by the Renewal Sales Section of the RCA Tube Department.

Promotion Personnel

MARTY MARTONE, former UP correspondent in Tokyo, and **JERRY ROSS,** former Hollywood correspondent of St. Louis Globe Democrat, have joined ABC Western Division publicity department in Hollywood. They replace **DWIGHT JOHNSTON** and **HAROLD CARLOCK,** resigned.

HARRY D. GOODWIN, promotion, merchandising and publicity manager of WCOP Boston, is the father of a girl.

BUSINESS EXTENSION Division of New York's City College will serve as a library reference source for all entries and winners of American Marketing Assn. Leadership Awards, the AMA has announced.

After You . . .

SOMETHING NEW in a radio industry ordinarily governed by conventional competition was introduced on June 27 when the DuMont Washington television station WTTG introduced NBC's WNBW to the Washington video scene and asked its listeners to turn their dials to its competitor, then signed off. WTTG's announcer explained that although competition is a healthy thing, cooperation has also featured progress in the development of the video art.

WGY Schenectady, N. Y.
GENERAL ELECTRIC

"Not even WFDF Flint could find you a vacancy. Hell isn't it?"

Philco

(*Continued from page 18*)

homes of the people who would be logical prospects.

One of NBC's early clients, it broadcast for three years a featured program with Jessica Dragonette and Colin O'More. The series was "heavily merchandised with window displays, newspaper stores, printed programs and mats for newspaper ads," according to what remains of the old *Philco News* files.

Just as the 1929 stock market slump arrived, Philco started a series of special symphony broadcasts by Leopold Stokowski, using a transcontinental hookup. It was super-radio in its day, and dealers were delighted.

Bing's First for Philco

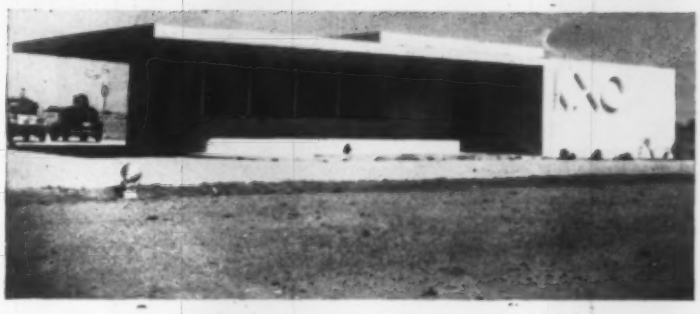
When the slump persisted, the company looked around for a bangup idea and came up in January 1930 with the *Philco Hour* on CBS, with Canadian stations added. Paramount movie talent was utilized, and Bing Crosby made his first Philco appearance.

The following July the company tried still another daring stunt. It recorded a series of half-hour transcriptions. "You get a local rate from your station which brings the cost away down," *Philco News* told its dealers. Sales talks were supplied. Eleven programs were produced which could be interchanged for 26 broadcasts.

Again dealers were enthusiastic. Sales went up, many reporting increases up to 400% from this pioneering plunge into spot radio.

Another Stokowski symphony series was started that autumn, with the sponsor exploiting a new pickup device so secret that neither public nor press could be admitted to broadcasts. The CBS program was moved from Thursday to Tuesday. More local programs were turned out and by March, 1931, the company claimed to have 20,000,000 listeners.

By making radio the principal medium in its period of adolescence, the company built up goodwill among distributors and dealers as well as with the public. It acquired a reputation for aggressive engineering and selling that was quickly reflected in sales.



RANCH STYLE is design of new modernistic studio and office building of KXO El Centro, Calif., which celebrates its 20th birthday this year. Modern in design, building contains no windows with all ventilation controlled through concealed ducts and vents. Doyle Osman is the station's general manager

Philco Firsts

The list of Philco firsts is impressive. It includes manufacturing as well as merchandising firsts. Among the most impressive was the depression-born Baby Grand. That "table console" led the company to its top-ranking position in 1930. Many Baby Grands are still operating.

Through the 30's the company continued to feature radio in its advertising, building Boake Carter into the No. 1 commentator position, here again establishing another Radio First by buying the first daily news commentator strip, and later feeding Frazier Hunt transcribed to a long list of stations.

In more than two decades of broadcasting Philco has developed a warm place for the transcription technique. That warmth rose to fever heat last summer when Philco decided to make a pitch for Bing Crosby so it could reach more listeners with one program series than any other series in history.

Philco is pleased with Bing, and with the sales figures that John M. Otter, general sales manager, presents from week to week. Bing is pleased because the whole program is conceived, written and produced by Crosby Enterprises, Inc. It has successfully launched that company, run by Brother Everett, in a new phase of the entertainment business.

This platter formula has pros and cons, but James Carmine says the pros greatly outweigh the cons.

On the pro side, he explains, are these factors: The lag between actual recording and date of broadcast, generally about two weeks, allows time for merchandising and preparation of material for other media. The program retains the spontaneity of live broadcasts, and its normal 35-40 minute performance is edited down to produce an improved half-hour disc. The public still takes part in the studio performance. Bing's deft tossing of lines and his crooning suffer no noticeable loss in the recording process.

On the con side is the fact that transcriptions cost more, figuring in cost of musicians, recording, express and other items. Strictly current gage can't be used, but to date Crosby Enterprises Inc. has kept pace with the field in turning out gags.

"We have never had the slightest thought of hurting radio," Mr. Carmine says, recalling several charges to that effect. "Philco's first interest is radio. Philco uses radio to sell more radios than any other manufacturer. Transcribing brings to the air many artists unable to maintain, because of other commitments, the strict schedules required for network performances. Watch what happens next autumn. It's one more in the long series of Philco's firsts."

As to the future, Philco is strictly optimistic. It faces television confidently, with Bing signed to a three-year contract, for no other artist has more apparent video potential. Philco has operated WPTZ in Philadelphia since 1932 and already has manufacturing, station operating, advertising and programming know-how. And it is about to hit the market with a brilliant-image large-screen set that it believes will be a sensation.

Though FM production took more time to get started than expected, Philco is in quantity output with a set that features "advanced FM". This is an entirely new system of frequency modulation detection developed by Philco which the company regards as a fundamental advance in the radio art.

Philco is aiming high in both television and FM, seeing in these fields a chance to sell millions more than any other company in the field. With competitive selling conditions returning, the company is ready for the fray. For Philco fears no one, either in production or selling.

As long as it hears the constant dealer cry, "For God's sake send us more radios," Philco will know radio advertising is doing its job.

CONSTANT RETURNS
HERALD A CHANGE!
NOW 1000 WATTS
SOON 5000 WATTS
Halifax Nova Scotia
Ask
JOS. WEED & CO.
350 Madison Ave., New York

KCMC
TEXARKANA
U·S·A·
·AMERICAN
1230 Kc
Resources: Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses. For additional information write direct or consult our National Representatives.
KCMC
and
KCMC-FM
Frank O. Myers
Manager

TAYLOR-HOWE-SNOWDEN
Radio Sales
National Representatives

● YOU NEED

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● YOU SAVE

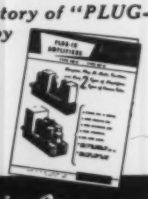
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● YOU HAVE QUALITY

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 33 W 60 St. 23 · SAN FRANCISCO 1050 Howard St 3
LOS ANGELES 1000 N Seward St 38

ACTIONS OF THE FCC

JUNE 27 TO JULY 2

CP-construction permit	**ant.-antenna**	**cond.-condition(s)**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

June 27 Decisions . . .

BY COMMISSIONER DURR

WIAC San Juan, P. R.—Granted petition for leave to intervene in hearing on applications of The Patriot Co. and WHP Inc.

Okefinokee Bcstg. Co., Waycross, Ga.—Granted petition for leave to amend its application to change status of applicant from individual to partnership.

Radio Projects Inc., Newark, N. J.—Granted petition requesting Commission to accept supplemental exceptions and memo brief in re its application for FM station.

The Patriot Co., Harrisburg, Pa.—Granted petition for leave to amend its application to show revised DA, etc.

The Joseph Henry Bcstg. Corp., Albany, N. Y.—Granted petition for leave to amend application to show reduction in voting stock ownership of Raymond M. Curtis from 50% to 44.4%. Also granted in part petition to transfer hearing now scheduled for July 14 from Washington to Albany, N. Y., to be heard there commencing that date.

WKBN Youngstown, Ohio—Dismissed petition requesting reconsideration of Commission's action of April 29 granting without hearing application of WWNC for mod. CP.

Wharton County Bcstg. Co., El Campo, Tex.—Granted petition for leave to amend its application to request 1390 kc 500 w D instead of 1490 kc 250 w unl. Amendment was accepted and application as amended was removed from hearing docket.

Yankee Network Inc., Bridgeport, Conn.—Granted petition for extension of time in which to file exceptions and request oral argument in re Bridgeport FM cases, and time was extended to and including July 23.

WBCM Bay City, Mich.—Granted petition to dismiss without prejudice application.

The Tower Realty Co., Cumberland, Md.—Granted petition for leave to amend its application to specify 100 w instead of 250 w.

KXRO Aberdeen, Wash.—Granted petition for leave to amend its application to add revised engineering data respecting use and availability of proposed trans. site.

The Bridgeport Herald Corp., Bridgeport, Conn.—Granted petition for extension of time in which to file reply brief to any exceptions filed and to file notice of intention to participate in oral argument, in re Bridgeport FM cases; and time was extended to Aug. 5.

KGEM Boise, Ida.—Denied petition requesting leave to intervene in proceeding upon application of KGDM Stockton, Calif.; exceptions noted by counsel for petitioner.

Queen City Bcstg. Inc., Cincinnati—Granted petition for extension of time in which to file exceptions to proposed decision and time was extended to and including July 8.

BY COMMISSIONER HYDE

KTHS West Memphis and Hot Springs, Ark.—Granted petition for continuance of further hearing scheduled June 26, in re Docket 7086 et al. and continued same to July 22.

BY THE COMMISSION

Designated for Hearing

Oral J. Wilkinson, Murray, Utah—Designated for hearing application for new station 1230 kc 250 w unl. in consolidated proceeding with application of Weber County Service Co. requesting same frequency at Ogden, Utah; made KOVO and KVNU parties to proceeding.

Utica Observer Dispatch Inc. and Hanna Bcstg. Co., Utica, N. Y.—Designated for consolidated hearing applications for new stations 1230 kc 250 w unl.

Wabash Bcstg. Co. Inc., LaFayette, Ind.—Designated for hearing application for new station 1340 kc 250 w unl.; made WJOL WSOY WLBC WTRC parties to proceeding.

Assignment of License

KTBC Austin, Tex.—Granted consent to assignment of license of KTBC from Claudia T. Johnson to Texas Bcstg. Corp., in which Mrs. Johnson will be president, director and own 398 out of 400 sh. class A stock and all 100 sh. class B stock.

Modification of CP

WFAS White Plains, N. Y.—Granted mod. CP for extension of completion dates.

License Renewal

WISN Milwaukee—Granted renewal of license for main and aux. to May 1, 1950.

License Extension

KRSC Seattle, Wash.—Extended license on temp. basis to Oct. 1 pending consideration of information requested of license under Sec. 308 (b) of Act.

KHJ Los Angeles—Extended license on temp. basis to Oct. 1 pending final action in Dockets 7398, 7399, 7615, 7616, 7680.

WNBC-FM New York—License extended on temp. basis to Oct. 1 pending consideration of information requested under Sec. 308 (b) of Act.

June 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAFM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Assignment of Grant

KTBS Shreveport, La.—Voluntary assignment of FM conditional grant to Radio Station KTBS Inc.

Transfer of Control

WFDF-FM Flint, Mich.—Voluntary transfer of control of grantee corporation from Howard M. Loeb and Frederick S. Loeb to Trebit Corp., (150 sh. common stock—100%).

Modification of CP

WTRI-FM Troy, N. Y.—Mod. CP which authorized new FM station, to make changes in ant. system and change completion date.

WNYE Brooklyn, N. Y.—Mod. CP, as mod., which authorized changes in noncommercial educational station to make changes in ant. system.

WGYN New York—Mod. CP which authorized changes in new FM station, for extension of completion date.

Assignment of Grant

Hazleton, Bcstg. Service Inc., Hazleton, Pa.—Voluntary assignment of conditional grant to Victor C. Diehm, E. H. Whitney, Hilda M. Deisroth and George M. Chisnell, a co-partnership d/b as Hazleton Bcstg. Co.

Assignment of CP

WHHM-FM Memphis, Tenn.—Voluntary assignment of CP to Mid-South Bcstg. Corp.

Modification of CP

KTEM-FM Temple, Tex.—Mod. CP, as mod., which authorized new FM station to change type station to Class B; type trans.; frequency to Channel 298, 107.5 mc ERP to 7 kw; make changes in ant. system and change commencement and completion dates.

Assignment of Grant

WHBL-FM Sheboygan, Wis.—Voluntary assignment of conditional grant to WHBL Inc.

Modification of CP

WABB Mobile, Ala.—Mod. CP which authorized new standard station, to make changes in DA and to mount FM ant on AM tower.

KWTC Barstow, Calif.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KFSD-FM San Diego, Calif.—Mod. CP which authorized new FM station, for extension of completion date.

WMBR-FM Jacksonville, Fla.—Mod. CP which authorized new FM station, for extension of completion date.

WTSP St. Petersburg, Fla.—Mod. CP which authorized increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WCON-FM Atlanta, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WCON Atlanta, Ga.—Mod. CP, as mod. which authorized new standard station for extension of completion date.

AM—1060 kc

KIFI Idaho Falls, Ida.—CP to change frequency from 1400 to 550 kc, increase power from 250 w to 1 kw, install new trans. and DA-N and change trans. location. AMENDED to change frequency from 550 to 1060 kc and make changes in DA-N

AM—1400 kc

WDWS Champaign, Ill.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCNB Connersville, Ind.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WASK Lafayette, Ind.—Mod. CP, as mod., which authorized installation of new vertical ant. and mounting FM ant. on AM tower, and change in trans. location to install new trans. and for extension of completion date.

License for CP

KDEC Decorah, Iowa—License to cover CP which authorized new standard station and for change of studio location.

AM—1360 kc

El Dorado Bcstg. Co., El Dorado, Kan.—CP new standard station 1360 kc 250 w D AMENDED to change power from 250 w to 1 kw and change type trans.

AM—1050 kc

Albert B. Pyatt, Garden City, Kan.—CP new standard station 830 kc 1 kw D AMENDED to change frequency from 830 kc to 1050 kc.

Modification of CP

KSAC Manhattan, Kan.—Mod. CP which authorized increase in power, install new trans. and vertical ant. and change in trans. location, for extension of completion date.

AM—1340 kc

WCMI Ashland, Ky.—Authority to determine operating power by direct measurement of ant. power.

Assignment of License

KTBS Shreveport, La.—Voluntary assignment of license to Radio Station KTBS Inc.

License for CP

WMOK Flint, Mich.—License to cover

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Transfer of Control

WFDF Flint, Mich.—Voluntary transfer of control of licensee corporation from Howard M. Loeb and Frederick S. Loeb to Trebit Corp. (150 sh. of common stock—100%).

Extension of Authority

First Baptist Church, Pontiac, Mich.—Extension of authority to trasnmit programs from First Baptist Church at Pontiac, Mich. to CKLW Windsor, Ontario, Canada, for period beginning Aug. 13.

Modification of CP

KVOX Moorhead, Minn.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on AM tower, for extension of commencement and completion dates.

Assignment of CP

WRBC Jackson, Miss.—Voluntary assignment of CP to Rebel Bcstg. Co.

Modification of CP

WBNY-FM Buffalo, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1190 kc

WBUY Lexington, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WRRF-FM Washington, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

WBOE Cleveland—Mod. CP, as mod., which authorized new non-commercial educational station to change completion date.

License for CP

WRTA Altoona, Pa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WAZL Hazleton, Pa.—Voluntary assignment of license to Victor C. Diehm, E. H. Whitney, Hilda M. Deisroth and George M. Chisnell, co-partnership d/b as Hazleton Bcstg. Co.

License for CP

WSCR Scranton, Pa.—License to cover CP, as mod., which authorized new standard station, and to specify studio location and authority to determine operating power by direct measurement of ant. power. AMENDED to change name of applicant from Dahl W. Mack, James J. Doherty Sr. and Eugene L. Burke, partnership d/b as Lackawanna Valley Radio to Lackawanna Valley Bcstg. Co.

WRIB Providence, R. I.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKGN Knoxville, Tenn.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

Assignment of License

WHHM Memphis, Tenn.—Voluntary assignment of license to Mid-South Bcstg. Corp.

AM—1440 kc

KFDA Amarillo, Tex.—CP to change frequency from 1230 to 1440 kc, increase 250 w to 5 kw-D 1 kw-N, install new trans. and DA-N, change trans. location (Facilities to be relinquished by KGNC). AMENDED to modify DA-N.

AM—1260 kc

Thomas G. Harris, Individually and as Trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey, Austin, Tex.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1260 kc, power from 250 w to 1 kw-D, hours from unl. to D, change type trans.

Modification of CP

WROV-FM Roanoke, Va.—Mod. CP which authorized new FM station, for extension of completion date.

WTAQ-FM Green Bay, Wis.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1230 kc

WCLO Janesville, Wis.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

License for CP

WLCX LaCrosse, Wis.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License Renewal

KCHS Hot Springs, N. M.—License renewal.

KGVL Greenville, Tex.—Same.

KWON Bartlesville, Okla.—Same.

Modification of CP

KWTC Barstow, Calif.—Mod. CP, as mod., which authorized new standard station to change trans. and studio locations. AMENDED to make changes in trans. equipment.

AM—1340 kc

Bert Williamson, Martinez, Calif.—CP new standard station 1330 kc 250 w D. AMENDED to change frequency from 1330 to 1340 kc and change hours from D only to unl.

AM—1580 kc

News-Examiner Co., Connersville, Ind.—CP new standard station 1580 kc 250 w D.

AM—1490 kc

Itasca Bcstg. Co., Grand Rapids, Minn.—CP new standard station 1490 kc 250 w unl.

Modification of CP

WTNS Roscoe, Ohio—Mod. CP which authorized new standard station, to change studio location from Roscoe, Ohio to Coshocton, Ohio. AMENDED to change type trans.

WWSO Springfield, Ohio—Mod. CP which authorized new standard station, to increase power from 250 w to 1 kw, change type trans., and for approval of ant. and trans. location and to specify studio location. AMENDED to change power from 1 kw-D to 250 w-D and change type trans.

AM—1450 kc

Myrtle Beach Bcstg. Co., Myrtle Beach, S. C.—CP new standard station 1450 kc 250 w unl.

AM—1230 kc

KDAK Inc., Sioux Falls, S. D.—CP new standard station 1230 kc 250 w unl.

AM—740 kc

Tri-Cities Bcstg. Co., Tullahoma, Tenn.—CP new standard station 740 kc 250 w D.

AM—1240 kc

Jasper Bcstg. Co., Jasper, Tex.—CP new standard station 1240 kc 250 w unl.

Modification of CP

KXSA San Angelo, Tex.—Mod. CP new standard station for extension of commencement and completion dates.

WFFV Richmond, Va.—Mod. CP, as mod., which authorized new standard station, to change frequency from 720 to 740 kc.

License Renewal

KCOY Santa Maria, Calif.—License renewal.

KOLN Fremont, Neb.—Same.

KTFS Texarkana, Tex.—Same.

TENDERED FOR FILING

AM—1340 kc

Richardson, Spring & Adair, Crawfordsville, Ind.—CP new standard station 1340 kc 100 w unl.

AM—1240 kc

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP new standard station 1240 kc 250 w unl.

WILX North Wilkesboro, N. C.—Consent to assignment of CP to Carolina-Northwest Bcstg Co.

The Starkville Bcstg. Co., Starkville, Miss.—CP new standard station 1230 kc 250 w unl.

KPUG Bellingham, Wash.—Mod. CP to change proposed trans. location and approval of antenna system, operating on 1170 kc 1 kw unl. DA-DN.

KXRJ Russellville, Ark.—CP change frequency from 1490 kc to 1270 kc, power from 250 w to 500 w-N 1 kw-D, install new trans. and DA-N.

AM—1400 kc

The St. Andrew Bay Bcstg. Co., Panama City, Fla.—CP new standard station 1400 kc 250 w unl.

AM—1450 kc

Centinela Valley Bcstg. Co., Inglewood, Calif.—CP new standard station 1450 kc 250 w specified hours N.

Modification of CP

WDNC Durham, N. C.—Mod. CP to mount FM ant. on AM radiator, using 620 kc 1 kw-N 5 kw-D unl. DA-DN.

SSA—1070 kc

KBKI Alice, Tex.—Request for SSA to operate with 100 w-N 1 kw-D unl. on 1070 kc for 1 year or until decision on applicant's pending application to operate with 5 kw unl. DA-N.

Modification of CP

WHDH Boston—Mod. CP to specify changes in ant. and ground system, using 50 kw unl. and DA-DN on 850 kc.

APPLICATION RETURNED

AM—1450 kc

WASK Lafayette, Ind.—CP install old main trans. at present location of main trans. to be used aux. with power of 250 w. RETURNED June 27, wrong forms.

On Cue

POINTING has long been considered impolite in many circles, but it can also be downright dangerous when done with a fountain pen. Ann Ford, who does the General Mills show, *A Woman Looks at the News*, over WSM Nashville, found that out, much to her discomfort and embarrassment, just as she was about to take the air recently. Following a transcribed commercial, Producer Tom Stewart gave a quick pointing cue with fountain pen in hand and Miss Ford received a shower of ink square in the eye. True to tradition, though, Miss Ford got underway with ink dripping from a very red eye. What she said afterward is another story!

June 30 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Proposed FM

Announced proposed decision in Cleveland-Akron-Elyria, Ohio, FM cases looking toward grant of all applicants in these proceedings. All are for Class B facilities except Elyria-Lorrain Bcstg. Co. to which proposed Class A grant is made. See story this issue.

AM—620 kc

Hanford Pub. Co., Hanford, and Fresno Bcstg. Co., Fresno, Calif.—Announced final decision granting application of Han-

(Continued on page 68)

Don't Just Advertise . . Sell with

WREN

★ ★ PROVED listener-preference in Topeka—
Vastly IMPROVED coverage of Eastern Kansas!
★ ★ *Soon—5000 watts day and night*

TOPEKA

Represented by GEO. P. HOLLINGBERY CO.

1ST
• on the Dial
• in Listening*
• in Network

WSJS LEADS
Day and Night!
in the
TRI-CITIES
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

NORTH CAROLINA'S
No. 1 MARKET

*Conlan Survey, November 1946

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE

REPRESENTED BY
HEADLEY-REED COMPANY

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Two Radio Newsmen Win Sigma Delta Chi Awards

TWO RADIO NEWSMEN, Harry M. Cochran, local news editor of WSTV Steubenville, Ohio, and Allen Stout, of WROL Knoxville, Tenn., were among recipients of the annual Sigma Delta Chi medallion awards announced last week. The awards were presented for outstanding achievements in journalism during 1946.

Mr. Stout won his award in the radio reporting classification for his broadcast direct from the scene of a gun battle between ex-GIs and politicians during the election campaign at Athens, Tenn. The citation accompanying the presentation to Mr. Stout said his broadcast "undoubtedly ranks above most of the attempts of the armed services and radio correspondents to broadcast on-the-scene events as they took place in World War II" and "shows how radio can perform an important public service."

A broadcast by Mr. Cochran which won for him the award in the radio newswriting class was heralded as exhibiting "merits over and above those of good writing and judgment" and as "an outstanding example of public service, in the tradition of journalism's role of champion of and watchdog for the public." Mr. Cochran was given the award for reporting the documented criminal background of one of the operators of gambling dens and vice resorts in Steubenville, where a murder was committed that later spurred church and other groups to action [BROADCASTING, Nov. 11, 1946].

Quiz Program Renewed For 52 Weeks by Ronson

RONSON Art Metal Works Inc., Newark, N. J., has renewed sponsorship of its *Twenty Questions* program, effective July 5, Sat. 8-8:30 p.m. on 168 Mutual stations, plus 21 outlets of the Canadian Broadcasting Corp. for 52 weeks. This marks the second successive year of uninterrupted sponsorship of the quiz program, which will run through the summer with no seasonal hiatus.

Show is handled by Cecil & Presbrey, New York.

WTIC Transmitter

DEDICATION of the new $100,000 50-kw transmitter of WTIC Hartford, Conn., took place last Wednesday evening (July 2) on a program broadcast by WTIC at 7:30. Button that turned on the new transmitter was pressed by 8-year-old Alan Scott, son of the late Carl Scott, who died a few weeks ago after having completed major portion of the transmitter installation work. The old WTIC transmitter, which bowed out Wednesday, was said to have been the first high-power commercial transmitter to use 100-kw tubes. It served as a model for the Italian government's powerful transmitter in Rome.

Those Commercials

ALL TYPES of people listen to radio commercials — even thieves! This was demonstrated recently on KWRC Pendleton, Ore., much to the chagrin of the sponsor, a local plumber. He was so proud of a new automatic dish washer and garbage disposal unit he had received that he had to tell the public about it on one of his spot announcements. That night someone backed a truck to the rear entrance and carted away the plumber's pride and joy, and it hasn't beeen heard of since.

Networks Sending Script Men to KYW's Workshop

FOUR major networks and the BBC are sending script experts to participate in the fifth annual KYW Summer Radio Workshop for 60 teachers and 60 high school students starting at the Philadelphia Westinghouse station today (July 7) and continuing through this month.

ABC will be represented by John Coburn Turner and Ira Marion, manager of Script Dept., and staff writer, respectively; NBC by Richard McDonagh and Wade Arnold, Script Division manager and staff writer, respectively; Mutual by Elsie Dick, education director, and Sam Serota, education director of WIP Philadelphia, and CBS by Robert Hudson, education director. Sam Slate, program director for BBC in North America, will give a demonstration of British methods of education by radio.

Federal education officials scheduled to take part are: Dr. Franklin P. Dunham, chief of radio, U.S. Office of Education, and Mrs. Gertrude G. Broderick, executive secretary of Federal Radio Education Committee. Among faculty members are: Victoria Corey, education director, KDKA Pittsburgh; Dale Jackson, KDKA, and Ben Hudelson, education director, WBZ Boston.

Creighton Date Set

SECOND ANNUAL Radio Institute will be held at Creighton U. in Omaha July 18-19, according to Rev. R. C. Williams, S. J., director of radio education at Creighton. The four national network representatives will include: Betty Ross, assistant director of public service, NBC Central Division; E. W. Ziebarth, director of education, CBS Central Division; Fred Kilian, production manager, ABC Central Division; James A. Mahoney, manager of MBS Western Division station relations. All Omaha local stations will be represented. An innovation of the sessions will be the use of television for groups participating in a question and answer session.

FCC Actions

(*Continued from page 67*)

Decisions Cont.:

ford Pub. Co. for new station 620 kc 1 kw unl. DA-N and denying application of Fresno Bestg. Co. seeking same facilities except with DA-DN.

AM—1340 kc

Burton Bestg Co., Gulf Bestg. Co. Inc. and Mobile Bestg. Co., Mobile, Ala.—Announced final decision granting application of Burton Bestg. Co. for new station 1340 kc 250 w unl. and denying application of Gulf Bestg. Co. Inc. requesting same facilities and application of Mobile Bestg. Co. requesting 1330 kc 5 kw-D 1 kw-N DA.

AM—1450 kc

Coast Ventura Co. and Ventura Bestrs. Inc., Ventura, Calif.—Announced proposed decision looking toward grant of application of Coast Ventura Co. for new station 1450 kc 250 w unl., cond., and to deny mutually exclusive application of Ventura Bestrs. Inc. Comr. Ray C. Wakefield voted for grant to Ventura Bestrs. and denial of Coast Ventura.

New York FM

Ordered new frequency assignments for Class B FM permittees and licensees in New York area in lieu of those made June 12. See story this issue.

BY THE COMMISSION

FM Policy

Announced policy concerning assignment of those Class B FM channels reserved until July 1. See story this issue.

License Extension

General Electric Co., Schenectady—Granted W2XBD extension of license on temp. basis to Oct. 1 pending further engineering study.

Metropolitan Television Inc., New York—Same for W2XMT pending further accounting study.

Petition Granted

WHAS Louisville, Ky.—Granted petition for interim relief praying that Commission postpone effective date of its action of Nov. 14, 1946 granting without hearing application of Oklahoma Agricultural and Mechanical College, Stillwater, Okla., for CP, and recall or set aside its action of April 16, 1947, granting without hearing application of Oklahoma Agricultural and Mechanical College for mod. CP; ordered actions be suspended, pending decisions of U. S. Court of Appeals of District of Columbia in *L. B. Wilson Inc.* v. *FCC* and *WJR The Good Will Station Inc.* v. *FCC* and further order of Commission, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litigation.

WLW Cincinnati—Granted petition for interim relief praying that Commission postpone effective date of its action of Dec. 5, 1946, granting without hearing application of Middle West Bestg. Co. Inc., St. Paul, Minn. for CP; ordered that action of Dec. 5, 1946, be suspended pending decisions of U. S. Court of Appeals in *L. B. Wilson Inc.* v. *FCC and WJR The Good Will Station Inc.* v. *FCC* and further order of Commission, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litigation.

June 30 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

Southwestern Bestg. Co., North Little Rock, Ark.—CP new standard station 670 kc 1 kw DA-D. AMENDED to change frequency from 670 to 1050 kc, using non-DA and change studio location.

Modification of CP

WTTG Washington, D. C.—Mod. CP, as mod., which authorized new commercial TV station, to change type trans. and make changes in ant. system.

TV—Reinstate

The Conestoga Television Assn. Inc., Lancaster, Pa.—CP for reinstatement of CP which authorized new exp. TV station W3XBR; frequencies that may be assigned by the Commission's chief engineer from time to time, power—200 w (peak), emission A3 A5 and special for TV, hours operation in accordance with Sec. 4.4 (A), trans. location, to specify frequencies in 590-610 mc band; to change power from 200 w (peak) to 500 w; to change emission from A3, A5 and special for TV to vis. A5 and aur. A3; and to change type trans.

Modification of CP

WLOH Princeton, W. Va.—Mod. CP which authorized new standard station, to change type trans.; for approval of ant., trans. and studio locations.

TENDERED FOR FILING

AM—1590 kc

WBRY Waterbury, Conn.—CP for changes in DA to support FM radiator, using 1590 kc 5 kw unl. and DA-DN.

AM—1210 kc

The News-Sun Bcstg. Co., Waukegan, Ill.—CP new standard station 1210 kc 1 kw D.

July 1 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—590 kc-1240 kc

Announced proposed decision looking toward grant of following applications:

Penn Thomas Watson to change operating assignment of WGTM Wilson, N. C., from 1340 kc 250 w unl. to 590 kc 5 kw subject to filing within 60 days and approval of application for mod. CP setting forth mod. D proposal such as made by applicant at hearing, including data with respect to new site.

Roanoke Bcstg. Corp., to change operating assignment of WSLS Roanoke, Va. from 1240 kc 250 w unl. to 610 kc 1 kw unl., subject to filing within 60 days and approval of application for mod. CP, setting forth proposal for 610 kc with power of 1 kw DA-2 such as that made at hearing;

Lynchburg Bcstg. Corp to change operating assignment of WLVA Lynchburg, Va., from 1230 kc 250 w unl. to 590 kc 1 kw subject to cond. that it protect D operation of WGTM Wilson, N. C., on 590 kc, in accordance with Commission's Standards of Good Engineering Practice and comply with Standards in all other respects, and further subject to filing within 60 days and approval of application for mod. CP setting forth proposal for operation on 590 kc 1 kw DA-2, such as that made at hearing;

Virginia Bcstg. Corp. for new station at Roanoke, Va., 1240 kc 250 w, subject to filing within 60 days and approval of application for mod. CP setting forth operation on 1240 kc 250 w, and subject to these facilities being vacated by Roanoke Bcstg. Corp.

At same time Commission proposed to deny applications of Eastern Carolina Bcstg. Co. to change assignment of WGBR Goldsboro, N. C., from 1400 kc 250 w unl. to 590 kc 5 kw unl. and of Jonas Weiland to change assignment of WFTC Kinston, N. C., from 1230 kc 250 w unl. to 590 kc 5 kw unl. (Comrs. Wakefield, Webster and Durr not participating.)

Assignment of License

KMED Medford, Ore.—Announced proposed decision looking toward consent to assignment of license of KMED and CP for new FM station from Mrs. W. J. Virgin to Medford Radio Corp., competing applicant, and denial of assignment to original proposed transferee, Gibson Bcstg.; cond.

AM—1400 kc

Narragansett Bcstg. Co., Fall River and Southeastern Massachusetts Bcstg. Corp. and Bay State Bcstg. Co., New Bedford—Announced proposed decision looking toward grant of application of Narragansett Bcstg. Co. for new station 1400 kc 250 w unl. and denial of applications of Southeastern Massachusetts Bcstg. Corp. and Bay State Bcstg. Co.

AM—790 kc

WEAU Eau Claire, Wis.; Lubbock County Bcstg. Co., Lubbock and KFYO Lubbock, Tex.—Announced final decision granting application of WEAU to increase power from 5 kw-D 1 kw-N DA-N to 5 kw-DN DA, subject to CAA approval of trans. site and ant. system; granting application of Lubbock County Bcstg. Co. for new station 790 kc 5 kw-D 1 kw-N, subject to cond. that applicant will file within 60 days application for mod. CP specifying D power of 5 kw in lieu of 1 kw; and denying application of KFYO to change assignment from 1340 kc 250 w unl. to 790 kc 5 kw DA-N (Comr. Webster and Walker not participating; Comrs. Denny and Jett voted for grant of KFYO and denial of Lubbock County Bcstg. Co.) (FCC previously had issued order severing and granting applications of KTHT Houston and Veteran's Bcstg. Co.)

AM—1480 kc

Radio Wisconsin Inc., Madison, Wis. and Edwin Mead, Rockford, Ill.—Announced final decision granting application of Radio Wisconsin Inc. for new station 1480 kc 1 kw unl. DA and denying application of Edwin Mead seeking same facilities. Grant to Radio Wisconsin is subject to approval of trans. site and ant. system by CAA. FCC stated it is not now acting on application of Radio Wisconsin for leave to amend to request 5 kw D rather than 1 kw because it does not presently have sufficient engineering data.

AM—1490 kc

Elgin Bcstg. Co. and Vincent G. Cofey, Elgin, Ill.; Village Bcstg. Co. and Community Bcstg. Co., Oak Park, Ill., and Beloit Bcstg. Co., Beloit, Wis.—Announced final decision granting application of Elgin Bcstg. Co. for new station 1490 kc 250 w unl., cond., and denying applications of Village Bcstg. Co., Vincent G. Cofey and Community Bcstg. Co. for same facilities and Beloit Bcstg. Co. seeking 100 w unl. on 1490 kc.

Petition Denied

Allen T. Simmons—Adopted memorandum opinion and order denying petition for rehearing directed against FCC action of April 25 and issued May 22 granting application of WGAR Tallmadge, Ohio, from 5 kw to 50 kw DA and denying application of WADC Akron to increase power from 5 kw to 50 kw and change from 1340 kc to 1220 kc. Petition requested that decision and order be set aside; that further hearing be afforded petitioner and that after such hearing petitioner's application be granted.

July 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOL Yuma, Ariz.—Mod. CP which authorized new standard station for approval of ant. and trans. location. AMENDED to change trans. location and to make changes in ant.

KPNI-FM Palo Alto, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRC-FM Washington, D. C.—Same.

WINX-FM Washington, D. C.—Same.

AM—810 kc

WKAT Miami Beach, Fla.—CP change frequency from 1360 to 810 kc, increase power from 1 kw to 50 kw, install new trans. DA-N and new vertical ant. with FM ant. on top and change trans. location. AMENDED to change name of applicant from A. Frank Katzentine to WKAT Inc.

AM—800 kc

Johnson County Bcstg. Corp., Iowa City, Iowa—CP new standard station 800 kc 250 w D. AMENDED to change power from 250 w to 1 kw, install DA, change type trans. and change trans. and studio location and make changes in directors and stockholders.

Modification of CP

WCJT Louisville, Ky.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGAN-FM Portland, Me.—Same.

WGUY-FM Bangor, Me.—Same.

WLAV-FM Grand Rapids, Mich.—Mod. CP which authorized new FM station for extension of completion date.

WFBG-FM Altoona, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGPA-FM Bethlehem, Pa.—Same.

WNIQ Uniontown, Pa.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

SSA—1070 kc

KBKI Alice, Tex.—SSA to operate unl. time with 1 kw-D 100 w-N on 1070 kc for period ending May 1, 1948.

Modification of CP

KVAI Amarillo, Tex.—Mod. CP which authorized new standard station to change type trans. and make changes in DA.

AM—1060 kc

Metropolitan Bcstg. Co., Houston, Tex.—CP new standard station 1060 kc 1 kw-N 5 kw-D DA unl. AMENDED to change name of applicant from E. H. Rowley, Glen H. McClain, L. M. Rice and James A. Clements, a partnership d/b as Metropolitan Houston Bcstg. Co. to E. H. Rowley, Glen H. McClain, L. M. Rice, James A. Clements, H. J. Griffith, Frank M. Dowd and Joe H. Torbett, partnership d/b as Metropolitan Houston Bcstg. Co.

Modification of CP

KRST Tyler, Tex.—Mod. CP which authorized new standard station to change type trans. and make changes in vertical ant.

WRVA-FM Richmond, Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

Joe L. Smith Jr., Charleston, W. Va.—CP new station (Class B) on frequency to be assigned by FCC and ERP 24.5 kw.

Andave Radio Co., Milwaukee—CP new FM station (Class B) on frequency to be assigned by FCC with ERP of 36.9 kw.

Modification of CP

KFBA Cheyenne, Wyo.—Mod. CP which authorized new FM station for extension of completion date.

WNHC-FM New Haven, Conn.—Mod. CP which authorized new FM station for extension of completion date.

WJHP-FM Jacksonville, Fla.—Same.

KFXD-FM Nampa, Ida.—Same.

KSEI-FM Pocatello, Ida.—Same.

FM—96.1 mc

WOWO-FM Fort Wayne, Ind.—CP to change frequency to channel 241, 96.1 mc; specify type trans., change trans. site, specify ant. height above average terrain as 504 ft.; ERP as 16.9 kw and specify ant. system.

AM—730 kc

Kentucky Mountain Holiness Assn., Lawson, Ky.—CP new standard station 600 kc 1 kw D. AMENDED to change frequency from 600 to 730 kc and make changes in ant.

Modification of CP

WJWD Annapolis, Md.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

AM—1240 kc

Ishpeming Bcstg. Co., Ishpeming, Mich.—CP new standard station 1240 kc 250 w unl. AMENDED re stockholders.

Modification of CP

WJDX-FM Jackson, Miss.—Mod. CP which authorized new FM station to change ant. height above average terrain to 602 ft.; ERP to 102 kw and make changes in ant. system.

WEW-FM St. Louis—Mod. CP, as mod., which authorized new FM station to change frequency to channel 236, 95.1 mc; ERP to 68.8 kw and height above average terrain to 530 ft.; make changes in ant. system and change commencement and completion dates.

KBON-FM Omaha, Neb.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

Nashua Bcstg. Corp., Nashua, N. H.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 1 kw and ant. height above average terrain 256.25 ft.

Modification of CP

WHKY-FM Hickory, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WDEF Chattanooga, Tenn.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change in trans. location, for extension of completion date.

Assignment of CP

KGRI Henderson, Tex.—Voluntary assignment of CP to Henderson Bcstg. Corp.

Modification of CP

WHIS-FM Bluefield, W. Va.—Mod. CP which authorized new FM station for extension of completion date.

WHA-FM Madison, Wis.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

TENDERED FOR FILING

Transfer of Control

WCAU WCAU-FM WPEN WPEN-FM WPEN-TV Philadelphia—(1) Consent to transfer of control of licensee of WCAU and WCAU-FM from J. David Stern to Bulletin Co. (2) Consent to assignment of license of WCAU-FM from Philadel-

(Continued on page 70)

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,270 licensed, 523 construction permits, 676 applications pending (of which 407 are in hearing); FM—48 licensed, 826 initial authorizations, 616 CPs and rest conditional grants, 150 applications pending (84 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); non-commercial educational FM—six licensed, 32 CPs, 11 applications pending.

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Television Tubes

RCA television tube achievements make modern electronic television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy . . . like the RCA-2P23 Image Orthicon for outdoor operations . . . or the RCA-8D21 Twin Power Tetrode for television transmitters.

For every application. Whether it's program pick-up, transmitter, or monitor service, there's an RCA television tube to meet your needs . . . Kinescopes, Iconoscopes, Orthicons, Monoscopes, Transmitting Tubes.

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RADIO CORPORATION of AMERICA
HARRISON, N. J.

Hon. Carlos Franco
Young & Rubicam
New York City

Dear Carlos:

Wendy Warren has taken over Charleston. Her footprints and signs with "Wendy Warren was here" have been plastered all over our streets and sidewalks . . . don't know who was responsible but I've a hunch that it was the work of our livewire promotion department. This is just another example of what happens to a new program when it's aired over WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

FCC Actions

(Continued from page 69)

Applications Cont.:

phia Record Co. to Wm. Penn Bcstg. Co. (3) Consent to assignment of license and CP of WPEN-FM and CP of WPEN-TV from Wm. Penn Bcstg. Co. to Philadelphia Record Co. (4) Consent to transfer of control of Wm. Penn Bcstg. Co. from Bulletin Co. to Sun Ray Drug Co. Three of these applications (2, 3, 4 above) are contingent on granting of transfer of control of Philadelphia Record Co.

AM—990 kc

WBET Brockton, Mass.—CP increase power from 250 w to 1 kw D and install new trans.

Transfer of Control

WALB Albany, Ga.—Consent to transfer of control from Henry T. McIntosh to James H. Gray.

AM—1030 kc

Alma Bcstg. Co. Inc., Alma, Mich.—CP new standard station 1030 kc 250 w D.

Transfer of Control

KUSN San Diego, Calif.—Consent to transfer of control of CP from C. Arnholt Smith, J. Frank Burke, and John A. Smith to C. Arnholt Smith, J. Frank Burke, John A. Smith and Paul L. Jones.

Modification of CP

KGDM Stockton, Calif.—Mod. CP to to install TV ant. on one of towers of DA system, using 5 kw unl. and DA-N.

Assignment of CP and License

WQQW Washington, D. C.—Consent to assignment of CP and license for WQQW and CP for WQQW and for WQQW-FM to Radio Station WQQW Inc.

Assignment of License

KAVR Havre, Mont.—Consent to assignment of license to KAVR Inc.

APPLICATIONS DISMISSED

Modification of License

KSTP St. Paul—Mod. license to change main studio location from St. Paul to Minneapolis. Dismissed 6-25-47—request of attorney.

Exp. TV Relay

Radio Station WOWO Inc., area of Omaha, Neb.—CP new exp. TV relay station on 6775 to 680 mc, power 1 w vis. with A5 vis. emission.

Hearings Before FCC . . .

JULY 7

FM—Hearing

Keystone Bcstg. Corp., Harrisburg, Pa.—For FM facilities.

York Bcstg. Co., York, Pa.—Same.

Reading Bcstg. Co., Reading, Pa.—Same.

AM—Further Hearing

Wired Music Inc., Rockford, Ill.—CP 1400 kc 250 w unl.

Respondent: WRJN Racine, Wis.

AM—Further Hearing

WTOL Toledo, Ohio—License renewal; *Public Service Bcstrs. Inc., Toledo, Ohio*—CP 1230 kc 250 w unl.

JULY 8

AM—Hearing

Woodward Bcstg. Co., Detroit—CP 840 kc 5 kw DA-D.

Intervenor: WHAS Louisville, Ky.

AM—Further Hearing

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP Harrisburg, Pa.—Same.

WARM Scranton, Pa.—CP 590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.

Intervenors: CBS, WTAG Worcester, Mass., WIAC San Juan, P. R.

Represent Air Line

CAPITAL AIRLINES, Washington, D. C., has appointed French & Preston, New York, to handle its advertising, effective July 14. Airline firm currently is using spot radio in Washington, Memphis, Milwaukee, Pittsburgh and Sault Ste. Marie, Mich. Plans include expanding the spot radio schedule in the future.

Jones

(Continued from page 15)

Taylor that "I want to give assurance that there is no disposition to speed our course to the prejudice of anyone's rights." Sen. John W. Bricker (R-Ohio) later rose to defend Mr. Jones, stating his "integrity is unquestioned" and his "ability proven." He inserted in the record a copy of Rep. Jones' formal statement and letters of endorsement from 17 "prominent citizens" in the nominee's home territory.

6. Two American Civil Liberties Union officers, including former FCC Chairman James Lawrence Fly, sent a telegram to Committee members urging "full hearing" on the nomination.

7. The FCC, after less than three months at full strength for the first time since early 1946, reverted to six-man membership when Mr. Wakefield's term expired June 30.

Pearson Repeats Charges

Mr. Pearson, who first aired his charges in the Senate Subcommittee hearing June 27, repeated some of them in his June 29 ABC commentary and, referring to Rep. Jones' characterization of him as a "liar," read two purported affidavits to substantiate his allegations. He said:

"We'll let the people decide who was lying about your affiliations with the anti-Catholic, anti-Jew, anti-Negro, anti-labor, and anti-everything decent Black Legion."

He said that one of the affidavits he cited was signed in 1938 by Virgil Herbert Effinger, "the former head of the Black Legion in Lima, Ohio," who said he was "personally present at a meeting of the Black Legion when Robert F. Jones took the oath required to be taken by all applicants for membership in said organization." The other, Mr. Pearson told his listeners, was made by Glenn E. Webb, "a member of the initiating crew of the Black Legion." He quoted it as follows:

I, Glenn E. Webb, swear on oath that I initiated Robert F. Jones into the Black Legion on the Tapscott Farm, east of Lima, Ohio. Robert Jones kneeled before me where I could see him face to face, with a gun at his back, according to the ritual, as he accepted the oath of obligation. This ceremony took place around 1935.

Rep. Jones, categorically denying the accusations, said Mr. Effinger's 1938 affidavit "has since been publicly repudiated by Effinger himself." Of the other one, he said:

In a desperate move to cover up when the Effinger affidavit was repudiated, approximately 30 hours after he had testified before the committee that an affidavit was on its way, Pearson took it upon himself to personally dictate another affidavit, prepared for the signature and execution of one Glenn Webb, a Lima labor official who during my past two Congressional campaigns bitterly opposed my reelection.

Pearson Busy on Phone

The Congressman said he thought investigation would show that the night before the June 27 subcommittee hearing Mr. Pearson made telephone calls to "a number of my political opponents" and others in quest of "information with which he could block my confirmation *after* he already had informed a committee member that he had information which the Committee should consider."

In his testimony before the subcommittee, but not on his broadcast, Mr. Pearson said one personal motive for his opposition to Mr. Jones lay in his status as an applicant for WBAL's facilities. Mr. Jones replied in his statement, which he sent to the Committee Tuesday:

He [Mr. Pearson] testified that he fears that if I were made a member of the Commission he would not receive a fair hearing. Pearson baldly affirms that he is playing for high stakes and he wants nothing done that would jeopardize his opportunity to win that stake. It must be obvious that the questions naturally arise: What assurances does Pearson now have that he will obtain the Baltimore frequency grant? Why is he so sure that he is safe with the present membership of the Commission and not sure if I were a member of the Commission? Does this not impugn the integrity and motives of the present members of the Commission—the integrity and motives of Mr. Ray C. Wakefield . . . ?

I want the Committee to know that I do not know Mr. Wakefield personally; I do not recall ever having met him; I know absolutely nothing against him or his character, and I assume and believe that he is an honest and conscientious public servant and, without any evidence to the contrary, I assume the same facts with respect to every member of the Commission. However, Pearson, by inference, insinuates that any change in the present make-up of the Commission jeopardizes his chance to obtain a $1,000,000 piece of property.

Cites Dates and Events

The Commissioner-nominee cited dates and events to back his denial of charges attempting to link him with Father Coughlin and Gerald L. K. Smith. Quoting Mr. Pearson's contention that a man favoring Gerald L. K. Smith's belief would have a prejudiced mind and thus be disqualified for service on FCC, he said he had "disavowed any connection or affiliation with Gerald L. K. Smith and his political and ideaological beliefs." He added:

I would oppose to the utmost the appointment to public office of any man who is intolerant, biased, bigoted, or prejudiced. Pearson has created a man of straw by pyramiding assumption upon assumption on a false foundation; he knows that the Committee would never confirm Gerald L. K. Smith to be a Federal Communications Commissioner, and the net effect of all his innuendo is that he has testified against the confirmation of Smith.

The commentator's allegation that Mr. Jones' father was a Ku Klux Klansman, he said, is the "vilest" charge "of all the vile and false insinuations made by Pearson . . . because it makes charges against a man now dead who cannot answer for himself." The Congressman said that actually his father, a storekeeper, "finally closed his store" after a boycott following his refusal to abide by a Klan decree to "stop selling food to three Catholic families in our community."

He "categorically" denied that his father was a Klansman or a Klan organizer, "that my father ever took me to any Klan meeting, or that I ever attended any Klan meeting, or that my father introduced me any place to anyone as 'the youngest member of the Klan,' or that I ever was a member of the Klan."

To Mr. Pearson's charge that he was a member of the Black Legion,

he cited his record as prosecuting attorney of Allen County and his successful prosecution of Bert Effinger to secure his extradition to Detroit "on a warrant charging him with a criminal offense as an officer of the Black Legion."

During the latter stages of this prosecution, he said, he was a candidate for his first term in Congress "and it was a matter of public knowledge that I was an avowed and relentless foe of this organization and all it stood for." He submitted a copy of a letter he wrote to FBI Director J. Edgar Hoover in 1937 soliciting FBI help in combatting the Black Legion.

Mr. Effinger's affidavit representing the Congressman as having taken the oath of a Black Legion applicant, Mr. Jones noted, was "purportedly executed in 1938 . . . during the time I was prosecuting Bert Effinger." He said Mr. Effinger told the editor of the *Lima News* on June 27—the day of Mr. Pearson's testimony before the Subcommittee—that the Congressman had never been a member of the Legion. This denial, he said, was printed in the Lima paper and carried in the Washington *Star* a day before Mr. Pearson quoted the purported affidavit in his June 29 broadcast.

No Affidavit June 27

"Also," he said, "it should be noted that no affidavit was received by the Committee on the afternoon of June 27 as promised by Pearson, and I have not yet seen an affidavit."

The Ohiaon—who referred to the commentator-columnist as "Andrew" Pearson—asked the Committee members and the entire Senate to "compare the competency of Andrew Pearson's testimony with the statements made in the hearing before your committee and contained herein." He declared:

I categorically and most emphatically deny that I am now or ever was a member of the Black Legion, that I ever subscribed or do now subscribe to their tenets or beliefs, that I ever was inducted at any time at the Tapscott Farm or any place into the Black Legion; on the contrary I opposed the Black Legion in my capacity as prosecuting attorney; I opposed everything it stood for or purports to stand for during my tenure in Congress, and my record so proves. I will continue as long as I live, in public life and in private life, to oppose any such organization adhering to such beliefs.

STARTING SMILES are occasioned by launching of CBS' *Meredith Willson Show* (Ford Motor Co.), Wed. 9:30-10 p.m. (EDST). Smiling for the record are (l to r): Ben Gage, announcer-vocalist; Meredith Willson, program star; D. W. Thornburgh, CBS Western Division vice president; William B. Lewis, vice president and director of radio, Kenyon & Eckhardt Inc., New York; Ben Donaldson, director of advertising, Ford Motor Co.; Arthur S. Hatch, West Coast regional manager, Ford Motor Co.

The third "affidavit," put into the record by Sen. Taylor, was signed by Frank Barker and dated June 30. It charged that the Black Legion helped put Mr. Jones into office as county attorney. It said:

I, Frank Barker, administered the preliminary obligation to Robert F. Jones prior to his joining the Patriotic Legion of America, commonly known as the Black Legion. I remember that the ceremony took place in the woods on the Tapscott Farm about two miles from the city of Lima, Ohio. I believe it was the year 1934 as nearly as I can remember. I definitely remember that it was before Robert Jones became county attorney, because it was the Patriotic Legion of America which helped place him in that office."

Meanwhile, opposition to Rep. Jones came from another source. Russ Nixon, Washington representative of United Electrical, Radio & Machine Workers (CIO), announced that on the basis of Mr. Jones' Congressional record he had protested the appointment to Democratic Chairman Robert E. Hannegan on behalf of the union's 630,000 members.

Praise for the nominee and support of his nomination came from many sources. Among such supporters was Fred A. Palmer, radio management consultant of Cincinnati, who sent the subcommittee a strong endorsement declaring that "my only criticism of Mr. Jones is that when he sang tenor on my college quartet, his highest note was just a little thin."

The week's developments shed little new light on the background of President Truman's withdrawal of the Wakefield nomination. It was sent up while the President was in Missouri, and in some quarters it was thought he had not intended it to be sent. Others saw in the withdrawal signs of a break between the President and FCC Chairman Charles R. Denny, who had urgently advocated renomination of the California Republican.

There had been opposition to his renomination for some time among G.O.P. Congressional leaders who questioned his party status and felt a more ardent Republican should serve in the Republican post. It was this question which precipitated the appointment of a subcommittee to consider the renomination just a few days before it was withdrawn.

KGO WILL BEGIN 50-KW OPERATION ON JAN. 1

GAYLE V. GRUBB, general manager of KGO, ABC-owned and operated San Francisco station, announced last week that KGO will increase its power from 7,500 to 50,000 watts on New Year's Day, 1948. The project will cost an estimated $400,000.

A Westinghouse transmitter of the latest air-cooled type will be installed, with directional antenna beaming a signal north and south from three 310-ft. towers. A modern two-story concrete building will be erected on a man-made island which has been raised from the floor of San Francisco Bay. The building is sealed and air-conditioned to protect transmitting equipment.

A. E. Evans, KGO chief engineer, quoting estimates prepared for the FCC, said the new 50-kw transmitter will serve 1,000,000 more listeners.

Signal Corps Exhibit

THE LARGEST exhibit yet sponsored by the Signal Corps Engineering laboratories was held June 21 in the National Guard Armory in Atlantic City, in conjunction with the Telecommunications Conference. Complete integrated communications systems using radio, wire, carrier telephony, facsimile and teletype were shown. There were also demonstrations of mobile military television in action, sound locators, sferics devices, meteorological balloon ascensions, photo-thermal detectors, cameras in action, and displays of other Signal Corps equipment.

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- AMPLIFIERS
- TRANSCRIPTION TURNTABLES
- RECORDING BLANKS

Type B 16"—$1.32 net

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WNAX

YANKTON – SIOUX CITY

OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS

PLUS

CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Member of Mid-States Group Represented by

THE KATZ AGENCY

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD GEN. MGR.

1319-F STREET, NW

AFM Probe

(*Continued from page 15*)

a man who is already down" and to Petrillo's eloquent concession that the "Supreme Court has spoken and I bow to its dictates."

Should the union chief, famed for his adroit conduct at investigations, completely whitewash the union of abuses and vicious practices, the subcommittee will call witnesses from within the union and subpoena union books to contradict the testimony. The probers have prepared a list of questions for which there are known answers. Should Petrillo be tripped up, the subcommittee will consider further action.

To accommodate the expected crowd the subcommittee has selected the large caucus room in the Old House Office Bldg. as a site for the hearing. All members of the House and Senate Labor Committees have been invited to attend.

The union chief will be flanked by Joseph Padway and Henry Kaiser, AFL-AFM attorneys. They had asked the committee to defer the hearing until Petrillo has faced trial in the U. S. District Court in Chicago on a charge of violating the Lea Act by calling a strike and setting up a picket line when WAAF Chicago refused to give in to his demand to hire three more librarians. This complaint, filed by the Dept. of Justice, led to his dismissal request before Judge Walter La Buy last November. Grant of his plea by the court took the case to the U. S. Supreme Court where Judge La Buy was reversed, the law upheld and the case remanded for trial in the District Court.

The House subcommittee hopes to complete its hearings by July 26, when Congress plans to adjourn for the summer. Subcommittee members have been gathering evidence against Petrillo in all parts of the country and plan a thorough investigation.

No Identities Revealed

No indication was given as to the identity of broadcast industry executives who will be called before the investigators, but Rep. Nixon said final decision will depend on Petrillo's testimony.

An exciting incident was in the making last week when the AFM Philadelphia local reversed its original decision forbidding WPEN to broadcast a recruiting concert by the Army Ground Forces Band.

Permission to broadcast the concert 8:05-9 p.m. July 3 was requested June 19 by John L. McClay, program director of WPEN, in a letter to the local. The union notified WPEN that the local board had decided to refuse permission for the broadcast as "not in the best interests of the union."

WPEN thereupon dropped plans for the broadcast. Wednesday afternoon, however, newspapermen asked the local union about the refusal, apparently on the basis of a tip from War Dept. contacts. The next morning the board reversed its original decision, claiming that the original action had not been "official," according to Frank Liuzz, local president.

Under an official Army regulation, based on an Oct. 24, 1945, agreement with AFM, music from concerts of this general type may be broadcast. The concert was scheduled at Homemakers Center, Philadelphia, a property owned by the *Bulletin*, which also owns WPEN. Such pick-ups are considered studio programs rather than remotes by WPEN.

Though national AFM officials did not announce any special steps as a result of the Lea Act decision or the Taft-Hartley law, Mr. Padway issued a statement suggesting that unions may decide not to enter into contracts with employers rather than negotiate under restrictive legislation.

Mr. Padway said following a meeting of 100 AFL attorneys that some of the strong craft unions which do not fear unemployment might be able to by-pass the new law by operating without contracts. This idea, as well as other proposals, will be taken up at a meeting of the AFL's international officers July 9.

Broadcasters in general followed suggestion of NAB's employe-relations staff and other labor specialists that the decision and law be given careful study. Industry attention is focused on the meeting of the NAB Employe-Employer Relations Committee to be held July 21 at NAB headquarters in Washington [BROADCASTING, June 30]. John Elmer, WCBM Baltimore, is chairman of the committee.

At that meeting Mr. Elmer and Richard P. Doherty, NAB Director of Employe-Employer Relations, will bring together the opinions of network and station executives on effects of the two-way labor development on broadcasters. FM Assn. and network executives will meet at that time to go into the matter of duplicating network programs on FM stations. Network contracts with AFM, which in many cases cover only AM, are understood to be a factor holding up this duplication, though FM Assn. contends the Supreme Court decision removes AFM obstacles.

Some AFRA contracts provide an extra fee for FM duplication or automatic reopening of wage clauses in case of duplication.

NAB is preparing a bulletin in which provisions of the new law will be reviewed along with effects of the Supreme Court ruling. Copies of this bulletin will be submitted to the committee in advance of the July 21 meeting. One or two NAB departments may prepare supplemental bulletins covering application of the principles to particular operations such as programming.

TRANSACTION providing for sponsorship by Swift & Co. of *KLZ Farm Reporter* is completed by Swift executives, KLZ officials and representatives of Swift's agency, Needham, Louis & Brorby. L to r: (seated) Hugh Terry, KLZ manager; F. M. Simpson, director of agricultural research at Swift & Co.; Lowell Watts, who does *KLZ Farm Reporter* show, and George Brown, of Swift's advertising staff; (standing) Main Morris, national sales chief of the Denver station; W. D. Horne Jr., vice president of Needham, Louis & Brorby, and Frank McKnight, of the Swift agricultural research department.

San Francisco Chronicle Launches Its FM Outlet

SAN FRANCISCO CHRONICLE, independent morning daily, on July 1 dedicated its new FM station, KRON. The station operates on 96.5 mc (Channel 243). Charles Thieriot is general manager, R. A. Isberg chief engineer and A. H. Constant program director. Studios are on the second floor of the Chronicle Bldg. in San Francisco.

According to Mr. Thieriot, KRON will operate initially 2-9 p.m., Mon.-Fri., with the length of broadcast time to be expanded later.

Radio for Teaching

AIMED at increasing use of radio as teaching aid in schools, a conference of teachers, school administrators, PTA leaders, study clubs and farm organizations will be held Aug. 7-8 at Indianapolis. Indiana U.'s radio department, headed by George C. Johnson, is sponsoring the event in cooperation with the State Dept. of Public Instruction.

KFMB
sells
SAN
DIEGO
San Diego Shoppers are intensely loyal to San Diego stores and "shop" to the tune of $246,694,400 a year—you can reap PLUS sales in this prosperous market with KFMB—reaching these buyers from "within".
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
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SAN DIEGO, CALIF.
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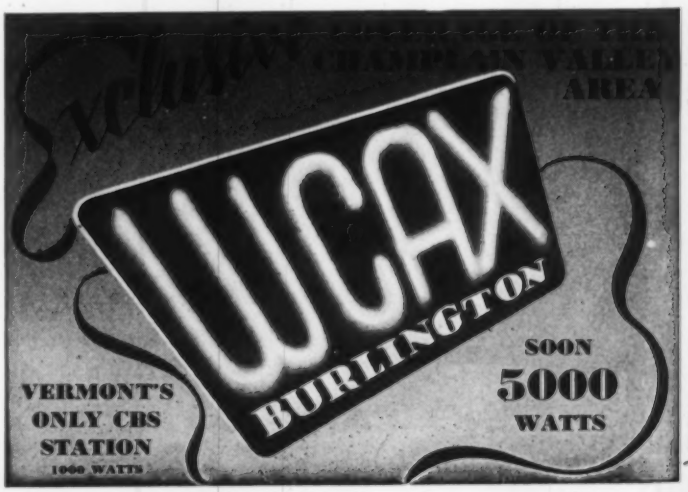

FCC Final Decisions in Five AM Cases

Competitive Applications Are Turned Down In 9 Requests

FINAL DECISIONS were handed down last week by FCC in five AM docket proceedings, granting power increase to an existing station, authorizing five new outlets and denying nine competitive requests. The actions:

1. Granted new station at Elgin, Ill., on 1490 kc, 250 w fulltime, to Elgin Broadcasting Co.; denied applications of Village Broadcasting Co., Oak Park, Ill., Vincent G. Cofey, Elgin, Ill., and Community Broadcasting Co., Oak Park, Ill., each seeking same facilities, and also Beloit Broadcasting Co., seeking 100 w on 1490 kc at Beloit, Wis.

2. Granted new station at Madison, Wis., on 1480 kc, 1 kw fulltime directional, to Radio Wisconsin Inc., and denied application of Edwin Mead for same facilities at Rockford, Ill.

3. Granted new station at Mobile, Ala., on 1340 kc, 250 w fulltime, to Burton Broadcasting Co.; denied applications of Gulf Broadcasting Co. seeking same facilities, and of Mobile Broadcasting Co. asking 1330 kc, 5 kw day and 1 kw night.

4. Granted WEAU Eau Claire, Wis., power increase on 790 kc from 5 kw day and 1 kw night to 5 kw fulltime, directional; granted new station at Lubbock, Tex., on 790 kc, 5 kw day and 1 kw night, to Lubbock County Broadcasting Co., and denied request of KFYO Lubbock to switch from 250 w unlimited on 1340 kc to 5 kw on 790 kc.

5. Granted new station at Hanford, Calif., on 620 kc, 1 kw fulltime, directional night, to Hanford Publishing Co.; denied application of Fresno Broadcasting Co. seeking same facilities at Fresno, Calif.

The Elgin-Oak Park-Beloit ruling was the third issued in the proceeding. The Commission first proposed to grant Elgin Broadcasting and deny its competitors. Following exceptions and oral argument, a supplemental proposed decision was issued favoring Village Broadcasting and Beloit Broadcasting over the others. The final decision effectuates the original proposal.

FCC stated that since its supplemental proposed decision, a new outlet had been authorized for Beloit (500 w daytime on 1380 kc to Beloit Broadcasters Inc.) and thus the other two localities should get preference since they have no local outlet. Between Oak Park and Elgin, FCC preferred the latter since it is not within a metropolitan area and does not receive the variety of service available to Oak Park.

The Commission's proposed decision in the Rockford-Madison case had favored the Rockford applicant, Mr. Mead. But since adjacent channels and adjacent areas were concerned, FCC later combined this case with the Elgin-Oak Park-Beloit proceeding and issued a supplemental proposed decision. This intermediate finding reversed the proposed decision and favored Radio Wisconsin over Mr. Mead as the latter's proposed operation would interfere with the Beloit Broadcasting operation which was proposed in the same supplemental proceeding.The supplemental proposed decision to grant Radio Wisconsin was effectuated in the final decision.

Another change of decision is found in the Mobile case. The final opinion chose Burton Broadcasting over Gulf Broadcasting because Burton "is composed of persons who will personally and directly be responsible for the management of the station." Burton Broadcasting is owned by Jesse Gilbert Burton Jr. and Gillette Burton, brothers, local residents and veterans. Gulf Broadcasting is mostly owned by local persons. Mobile Broadcasting Co. was found to propose operation in violation of the North American Regional Broadcasting Agreement. FCC's proposed decision did not favor Burton Broadcasting because of questions on network arrangements and other matters. The final decision said the network plans were common to both.

Lubbock Proceeding

In the Eau Claire-Lubbock proceeding, the Commission found that a power increase for WEAU would effect extension of daytime primary service to many not receiving such service. Between Lubbock County Broadcasting and KFYO, FCC preferred the new applicant in order to add another medium of news and information. It noted that KFYO is affiliated in ownership with the *Avalanche* and *Journal*, morning and evening papers.

Comrs. Charles R. Denny and E. K. Jett concurred in the decision except that they favored KFYO over Lubbock County Broadcasting, to permit the existing station to improve its facilities.

Since no exceptions had been filed to the Commission's proposed decision in the Hanford-Fresno case, the final ruling concurred with the earlier finding. FCC granted the facility to Hanford Publishing Co. rather than Fresno Broadcasting because of the relative broadcast needs of the two cities. The grantee publishes daily and weekly papers in Hanford and a daily in Chico, Calif.

Elgin Broadcasting Co. is a co-partnership of Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill., and George A. Ralston, WBBM Chicago transmitter engineer.

Radio Wisconsin is headed by Morgan Murphy of Superior and owned by a group including Harry Sauthoff, former Congressman; Minnesota Tribune Co., and stockholders in Arrowhead Network stations and a group of Wisconsin and Minnesota newspapers.

Lubbock County Broadcasting is a partnership of Wendell Mayes, 43.25%; C. C. Woodson, 43.25%, and G. H. Nelson, 12.5%. Mr. Mayes is manager and part owner of KBWD Brownwood, Tex., and part owner of WACO Waco and KNOW Austin, Tex. Mr. Woodson is publisher and 90% owner of the "Brownwood Bulletin," half owner of KBWD and one-quarter owner of WACO and KNOW. Mr. Nelson is an attorney.

GEORGIA RADIO GROUP SEEKS PROTECTIVE LAW

PROTECTIVE law will be sought in Georgia when the Legislature meets in 1949, Georgia Assn. of Broadcasters decided at its June 25-26 meeting in Carrollton. Twenty-seven stations were represented at the meeting, with 75 broadcasters attending.

Committee to draft the proposed law consists of Downing Musgrove, WDMG Douglas; Dean Covington, WROM Rome and Robert Tysinger, WLBB Carrollton. Messrs. Musgrove and Covington are members of the Legislature.

Dues were reduced 50% for the new year, starting July 1, or $20 for 250-w stations, $30 up to 5,000 w and $40 for 5,000 w and over.

Committee for the Third Radio Institute held each spring at the U. of Georgia was appointed, including Marcus Bartlett, WSB Atlanta, chairman; Tom Carr, WLBB; Mr. Musgrove; Dwight Bruce, WTOC Savannah; Wilton Cobb, WMAZ Macon; Lewis Doster, WGAU Athens. The association voted to publish *Georgia Broadcaster*, a quarterly. First issue was published in June, with Edwin Mullinax, WLAG LaGrante as editor. Mr. Mullinax is association secretary-treasurer.

Allen Woodall, WDAK Columbus, association president, announced 39 stations had joined for the new year, with indications the other 21 will follow. Next meeting will be held in January. WLBB was host at a barbecue.

Barry Is Speaker

CHARLES C. (BUD) BARRY, ABC New York director of programs and television, addresses Hollywood Ad Club on "Network Disc Jockeys and Other Program Trends" today (July 7).

KTRH-FM Houston Takes Air on 8-Hour Schedule

KTRH-FM, owned and operated by KTRH Broadcasting Co., which also operates Houston's 50-kw CBS outlet, KTRH, took the air June 30 on 101.1 mc (Channel 226). The new FM outlet is on an eight-hour daily schedule, 2-10 p.m., B. F. Orr, KTRH general manager, announces.

Studios and transmitter are on the 34th floor of Houston's Gulf Bldg., with the FM antenna located on the roof. Antenna is square loop, five-bay and stands 480 ft. above the ground. Power gain is approximately three and one-half, with effective radiated signal of 10 kw. Equipment includes the latest model General Electric 3-kw transmitter, a GE console and RCA turntables.

Supervisor of KTRH-FM is London T. England. Before assuming his new post Mr. England had been associated with KTRH for five years in an engineering capacity.

On Citizens Radio

FCC has given notice of proposed rule making and establishment of technical requirements and procedure for obtaining type approval of equipment to be used in the Citizens Radio Service. The Commission has issued its proposed rules and regulations and has set August 4 as deadline for comments of interested parties. Frequency band 460-470 mc is designated.

KSFO
SAN FRANCISCO
560
MUSIC MOVES MERCHANDISE
Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

THE QUALITY STATION

WDUN

GREEN BAY, WIS.

BEN LAIRD, PRES.

DAY and NIGHT

COMPLETE METROPOLITAN COVERAGE

WRITE TO NATIONAL REPRESENTATIVE HOWARD H. WILSON CO.

FTC-FCC to Meet on WWDC Charges

WGAY This Week to File Answer to 'Unfair' Complaint

FEDERAL TRADE COMMISSION is proceeding slowly and cautiously in its handling of WWDC Washington, D. C. complaints of unfair competition filed June 18 against two Washington area stations, WARL Arlington, Va. and WGAY Silver Spring, Md. [BROADCASTING, June 23]. James A. Horton, director of the FTC's office of legal investigations, said last week that the charges were still being given careful study to determine whether they fall within FTC jurisdiction.

FTC officials indicated that a conference would probably be held this week with the FCC to discuss the whole question and determine FCC's policy and jurisdiction in such programming matters as race results, give-away shows and lotteries. In the case of "lottery" broadcasting, FCC has expressed its disapproval in opinions on license renewals, but has never taken action.

WGAY to Answer

WGAY, meanwhile, revealed that it would file an answer this week in which it would contend that the FTC has no jurisdiction over program content as distinguished from the advertising message. If it did have such jurisdiction, contends WGAY, then it could rule daytime serials unfair as compared with single complete stories or exclusive eye-witness sports accounts unfair compared with regular resumes.

FCC has been given exclusive authority to review overall programming, continues WGAY, but it has also been limited in its scope. Certainly then, the station says, "Congress did not intend by inference to give FTC greater power."

If broadcasting race results is unlawful or illegal, says the answer, then it's up to the FCC to say so on the applicant's renewal application. The station maintains, however, that the program was referred to the Chief of Police and State's Attorney before being used and was not found to be illegal.

In addition to the answer which will be filed this week, WGAY General Manager Joseph L. Brechner presented his case to NAB President Justin Miller in a letter last Wednesday.

Maintaining that the issues involved are not only local, but nation-wide and industry-wide, Mr. Brechner says, "The ramifications and complications of such issues are so great and obvious as to indicate rather clearly I think, the growing dangers facing radio in its present effort to achieve complete freedom to express itself with a minimum of federal control."

The issue raised by WWDC, says Mr. Brechner, suggests the following questions: "(1) What constitutes unfair competition between radio stations? (2) Is the loss of a radio audience an indication of unfair competition? (3) Does better talent, more effective programming, greater showmanship, better management, constitute unfair competition? (4) Does specialization by a station (such as 'the all music station' 'the news station' 'the sports station') constitute unfair competition? (5) Does the fact that one station is permitted full time operation while another gets part-time constitute unfair competition? (6) What is the competitive status of two local stations when one is denied the right to serve as a network outlet? (7) What are the responsibilities of a sponsor who purchases a spot announcement or a program in matters involving unfair competition between radio stations?"

Mr. Brechner concludes by urging Judge Miller to enter the argument, saying, "I feel that the NAB should investigate the matter in behalf of the radio industry and if the findings substantiate my views, that the NAB become a party to the issue."

NAB had no immediate statement since there was not time to study the letter sufficiently as of last week-end.

WARL, the other defendent, likewise had no statement last week but is expected to announce some action this week after Frank U. Fletcher, partner in the station, who has been out of town, has studied the case.

Industry Proposals Wanted by House Committee for White Bill Hearings

CUE FROM INDUSTRY is awaited by the House Interstate & Foreign Commerce Radio subcommittee before it starts hearings on the White Communications bill.

Meanwhile, it seems almost certain that the group, one of the largest subcommittees in the House, will not hold hearings this year. Actually, the committee was specially constituted for almost this sole purpose. Its Chairman, Evan Howell (R-Ill.), had said earlier that his group would not hold hearings until the Senate Committee, under leadership of Chairman Wallace H. White Jr. (R-Me.), had completed its session on the controversial legislation.

But now that the White group has finished its hearings, the House Committee has made no plans and has only one comparatively minor matter on its agenda.

Chairman Howell told BROADCASTING that he wanted to see whether the radio industry would come up with any proposals or suggestions of its own in the next six months. He said that if Congress is reconvened next fall, and if by that time the industry has made some concrete suggestions, House hearings may be held.

One reason for the failure of the House group to take action on one of the most important legislative proposals to face the radio industry since passage of the 1934 Communications Act was advanced by a Committee member who withheld his name. He pointed out that the House Interstate Committee has been one of the busiest groups in Congress.

In addition, he declared, the fact that subcommittees were not appointed until late this session prevented many committee members from becoming acquainted with issues outside the immediate scope of their assigned hearings. Most important hearings before the group were held before the full committee. Thus, none of the committee members, who still had a large backlog of other legislation to deal with, had opportunity to follow the Senate hearings on the White bill.

Furthermore, Congress has only a few legislative days left before the statutory recess date of July 26. This gives committees no real chance to initiate major hearings.

It therefore appears that the committee will take up only one matter before Congress adjourns, and that is considered little more than a token gesture.

John P. Medbury

JOHN P. MEDBURY, 54, for past two years writer on the NBC *Amos 'n' Andy* program, died at his summer home at Laguna Beach, Calif., on June 29, following a prolonged heart ailment. Former Hearst newspaper columnist and a screenwriter, Mr. Medbury had recently been renewed to a three year contract with the radio program, for which he developed a new format a year ago. Besides his widow Gladyse, surviving is a son, John P. Medbury Jr.

WSLI

JACKSON MISSISSIPPI

5000 WATTS DAY and NIGHT

WSLI—maintaining its policy of "first with the most"—will give greatest coverage of this area. Watch for the new operating schedule on 930 K. C. WSLI—the "Double-Return" station—offers you maximum coverage of the South-Central market—at less cost.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

PREPARING to inscribe his name on roster at WISN Milwaukee 25th anniversary party is station's general manager, Gaston W. Grignon (l). Woods O. Dreyfus (center), WISN program director, and H. Ellis Saxton, promotion director, supply the pens. Party was held June 17 at Schlitz Brewery's Brown Bottle Room in Milwaukee.

Removal of Benton Is Hinted By State Secretary Marshall

By PETER DENZER

DISMISSAL of Assistant Secretary of State William Benton from his post as chief of the State Dept.'s Office of International Information and Cultural Affairs was indicated by Secretary of State George C. Marshall last Wednesday.

Secretary Marshall told a Senate Foreign Relations subcommittee that the OIC needs permanent authorization to enable a reorganization which would entail the "replacement of top level personnel." Although he did not name the specific officials who might be subject to such dismissal, he said the program is in such uncertain status "that my hands are tied in meeting criticism" of some of the people who have been running the division.

His remarks were interpreted to refer directly to Mr. Benton who is the most controversial personality in the entire OIC. Mr. Benton has been particularly unpopular with Congress, particularly Rep. John Taber (R-N.Y.) Chairman of the powerful House Appropriations Committee. This group had stricken the OIC completely from the President's budget, and Mr. Taber voiced continual disapproval of Mr. Benton and his policies.

Otherwise the OIC fared rather better before the Senate than it did before the House. A Senate Appropriations Subcommittee recommended a budget of $11,970,000 for the operating expenses of the "Voice of America" plus $1,500,000 to liquidate its New York office. Secretary Marshall and Mr. Benton appeared before the Senate subcommittee, headed by Sen. H. Alexander Smith (R-N.J.) to plead for still more money for the OIC. The hearing was held specifically on the so-called Mundt bill (H. R. 3342) which would provide legal authority for the program. The State Dept. had requested a total of over $31,000,000 for these activities.

Mr. Mundt, in defending his bill, told the subcommittee that the information program would "further the cause for peace." He termed the original State Dept. request a "niggardly sum" which he compared to $30 worth of fire insurance on a $10,000 house. In addition to the information program he pleaded for funds to continue an exchange of students, the loan of technical experts to foreign countries, and the export of books and other educational instruments to countries which need to rehabilitate their schools and universities.

Meanwhile, Rep. Karl Stefan (R-Neb.) Chairman of the House Appropriations subcommittee which originally eliminated the OIC funds told BROADCASTING that he did not think his committee would object to the $12,000,000 for the OIC but he thought they would not go beyond that and "would probably demand that less be given."

One industry representative, Phillip D. Reed, chairman of the board of General Electric, presented the Senate Subcommittee with a strong argument for continuance of the "Voice of America" and collateral programs. He declared that the present situation in international broadcasting warrants the government playing a major role, but expressed the conviction that "there is good reason to believe that as foreign trade conditions improve and international broadcasting and the foreign radio audience grows, more and more of the broadcast time will be purchased by commercial sponsors and the job of providing adequate foreign informational service will gradually revert to private agencies.

Kern WMOX Manager; Tibbett to Manage WLOX

APPOINTMENT of a new station manager of WMOX Meridian, Miss., Jerry Kern, who formerly was production manager of the station, was announced last week by Bob McRaney, general manager of the Mid-South Network, with which WMOX is affiliated.

Mr. Kern

Mr. Kern succeeds Gene Tibbett, who resigned July 1 to become general manager of the new WLOX Biloxi, Miss. Construction of the Biloxi outlet is expected to get underway this month. Before joining WMOX as its first manager Mr. Tibbett, who is president of Mississippi Broadcasters' Assn., was station manager of WELO Tupelo. Miss., another Mid-South affiliate.

General Manager McRaney also announced that Foy (Tiny) Vickery, WMOX announcer who is on leave to act as press and radio campaign director for Frank Jacobs, candidate for governor of Mississippi, would be elevated to the post of sales manager. He will not assume his new duties until the governorship campaign is concluded. Bob White, former West Coast announcer, has been added to the WMOX announcing staff.

KNX FM Transmitter

CONSTRUCTION has started on KNX Hollywood FM transmitter on Mt. Wilson overlooking Pasadena, with likelihood of 1-kw transmission by end of 1947. Power is expected to be increased to 10 kw by spring of 1948, with likelihood of full 50-kw power by 1949.

When It's **BMI** *It's Yours*

Another BMI "Pin Up"—Hit published by Encore Music

LOLITA LOPEZ

(The Belle of El Salvador)

On Transcriptions: ASSOCIATED—Art Mooney; CAPITOL—Billy Butterfield; WORLD—Eddy Howard; LANG-WORTH—Al Trace.

On Records: Freddy Martin—Victor 20-2288; Dinning Sisters—Cap.*

* Soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

49.5%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

11.4% to Station B!

●

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

Best Sales 1 spot on the dial

in Buffalo

WGR

COLUMBIA

550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

Video's Advertising Pull Surveyed

3 Networks and Du Mont Agree It Is Worth What It Costs

THE MOST IMPORTANT single feature television offers advertisers is its "combination of sight, sound, motion and immediacy," according to ABC. Du Mont's opinion, "trade mark identification and personal demonstration of a product,'" is paralleled by that of CBS, "the possibility of demonstrating products in actual use," while NBC answered "terrific impact."

Quotes are from the answers of television officials of the four organizations to a dozen of the questions most commonly asked by advertisers about this new advertising medium. The questions make up the major part of the July issue of *Ad Quiz*, booklet series on various topics of general advertising interest published periodically by Warwick & Legler, New York advertising agency.

The July issue, 32 pages, leads off with six factual questions about the number of video stations and sets, time charges, etc., answered by Bruce Robertson, senior associate editor of BROADCASTING, who helped the *Ad Quiz* editors prepare the questions for the television broadcasters to answer.

Queried as to the length of video commercials in comparison with radio, CBS replied that "acceptance of commercials is not so much a matter of length as of interest"; ABC that their length will vary with the "content and purpose of the program"; NBC that the standard will be governed by "common sense and good taste"; and Du Mont that while the ability of the eye to grasp things faster than the ear makes long commercials unnecessary in television. "If a commercial is sufficiently interesting, entertaining or educational, its length should be dictated by its audience acceptance," Du Mont said.

This same standard should be applied to spot announcements on television, Du Mont said. ABC answered that "because of the shortness of time" spots "must be highly dramatic to capture the viewer's attention." CBS felt that unless the spot "has a service angle it will be acutely resented," which is why CBS limits its spots to 20-second time signals and one-minute weather reports. NBC stated flatly that "the station break will be non-existent in television" and that if there are any spots at all they will not be "as we now know them in radio."

Audience Reactions

Asked about audience reactions to video programs, NBC felt it too early to categorize them as yet; the other three submitted lists all headed by sports telecasts as the most popular with their audience. CBS followed sports with news, drama, quiz (serious), dance, quiz (comedy), and cartoon programs as their most popular features; ABC's list showed sports, news, audience participation, dramatic and variety programs; Du Mont listed sports, live drama, news, musical, movies, variety, travel, educational and new product demonstration.

All four agreed that the chief opportunity television offers advertisers today is the chance to gain experience in putting on video programs and particularly commercials, with the acquisition of time franchises a close second. They also agreed that video facility and program costs will be higher than those of sound broadcasting, but felt that the increased impact of television on the viewer will more than justify the increased costs to the advertiser.

To a question as to whether advertisers and agencies should produce complete video programs or confine themselves to commercials, NBC and ABC cited a coordinated effort of agency and broadcaster as the logical outcome; CBS said that who finally produces the programs will depend on who does the best job, and Du Mont said there is no reason agencies should not produce complete programs if they are properly staffed.

Other questions dealt with the use of motion pictures in television, estimates of television's circulation growth in the next three years, the probable effects of television on competing advertising and entertainment media, the types of radio programs most adaptable to television, and the types of products or programs most likely to be banned by television.

Hollywood Paper Praises MBS Selection of Weiss

PROPERLY PROUD of recognition which was recently bestowed upon Lewis Allen Weiss as MBS board chairman, the *Hollywood Citizen News* editorialized June 28:

"The election of Lewis Allen Weiss, vice president of the Don Lee Network in Los Angeles, as chairman of the Mutual Broadcasting System, marks the first time that a man has ever been called from the West Coast to head one of the country's four major networks.

"As a developer of the country's largest regional network, as a pioneer in television, as a leader in many civic organizations of Hollywood and Los Angeles, Lewis Weiss has won the admiration of his fellow citizens who are very proud of the recognition that he and the West have received in his selection."

Millions View Video

NUMBER of persons viewing television in public places runs into the millions, according to a survey conducted by Huber Hoge & Sons, advertising agency for United States Television Mfg. Corp. Survey showed 81 persons viewing television at one time on each UST set in a public place, with an average daily turnover of 353, weekly total of 984. The company has more than 1,000 sets in public places. Under ideal seating conditions, 800 persons can watch video programs from the 475 square-inch screen of a UST set, company reports.

SHOPPING BY RADIO
New WDRC Program Bringing 'Em Downtown Early

WOMEN in Hartford, Conn., are glad to be "picked up" by a WDRC announcer, especially if it's between 9:15-9:45 any weekday morning.

During that time the station airs a new show called "Shopping by Radio" and it has the women flocking downtown. Shortly after the program takes the air, the WDRC mobile unit "picks up" a woman and interviews her on the sidewalk, mentioning the name of the store in front of which the activity is taking place.

She is then whisked to the studio in a car and is again put on the air. This time she is asked a series of public service questions and given plenty of hints to the answers. Finally she gets a chance at a "jackpot" gift if she can answer a difficult identification question. At any rate, she walks out with several gifts donated by the station, happy she decided to shop in the morning.

Universal Pictures Co. Sues Over Use of Name

UNIVERSAL PICTURES Co. Inc., parent corporation of Universal-International Pictures, is laying definite plans for entry into the radio field as soon as television reaches a proper stage of development. This disclosure was made in a suit filed in U. S. District Court, Los Angeles on June 27 against Universal Broadcasting Co. Inc., and Universal Research Laboratories Inc. of Hollywood.

Plaintiff requested court to grant an injunction restraining defendant concerns from using the Universal name, to which it claims a 27 year priority in the entertainment field.

Film concern points out that it has reason to believe that the two defendant corporations are the parent companies of such operations as Universal Radio Productions of Hollywood Inc., and Universal Radio Sales Inc., with Radio Sales distributing broadcasting recordings made by Radio Productions under name of "Universal."

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

17¼ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

NBC AFFILIATE

P. Lorillard Company

has continuously presented VADEBONCOEUR with his news commentary, six days a week at 12:15 p.m. ever since WINR went on the air last August.

When in Rome, Do as the Romans Do...

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, *National Representatives*

SOME OF MINNESOTA'S state legislators, eager to learn how to be more effective in addressing their constituents, attended a four-night course in radio speech and technique conducted by WCCO Minneapolis. Part of the group, flanking WCCO's program director, Gene Wilkey (back to wall), included (l to r) Representatives Howard Rundquist of Dawson, Odean Enestvedt of Sacred Heart, Carl Mattson of Cloquet, John R. Blomquist of Waubun, Thomas Christie of Minneapolis, Leonard Dickinson of Bemidji, George Clem of Pine City, Clarence Hartner of Winona, Art J. Shasky of Minneapolis (face partially hidden), and William Legvold of St. James.

Transfer of Control of WALB and Sale Of Part Interest in KUSN Before FCC

TRANSFER of control of WALB Albany, Ga., involving $150,069 consideration, and sale of part interest in KUSN San Diego, Calif., for $20,000 are contained in applications reported by FCC last Wednesday as tendered for filing. Two non-money assignments, for WQQW Washington and KAVR Havre, Mont., also were reported.

In the WALB transaction, consent is sought to sale of 79.353% interest in Herald Publishing Co., station licensee and publisher of the *Albany Herald*, to James H. Gray, editor of the paper. Mr. Gray has been acquiring interest in the firm since last December, and it was not found until late in April that FCC consent was necessary, WALB counsel explained.

According to the application, Mr. Gray in December purchased for $135,000 the 173.33 shares held by Henry T. McIntosh, who is retiring. He also acquired 25 shares held by Mrs. McIntosh for an undisclosed sum. The McIntosh holdings amounted to 51.44%. At that time Mr. Gray succeeded Mr. McIntosh as president, the latter becoming editor emeritus. The transferee then added other minor holdings of various parties, so that when WALB in March filed its interim ownership report he was owner of 304.4 of a total 383.6 shares (79.353%).

Upon subsequent knowledge of FCC transfer application requirements, counsel was acquired and transaction was prepared in due form. In mid-June another agreement was drawn with Mr. McIntosh to ratify the earlier contract.

A newspaper statement advertising the sale in conformity with the AVCO procedure gives the valuation of $150,069 to the 79.353% holding of Mr. Gray in WALB. It further explains that the total consideration was $233,995.50 but that this figure covered interests in both the newspaper and WALB.

Paul L. Jones, general manager of KUSN, acquires 20% interest in that station by purchasing one-fifth of the respective stock holdings of each of the present owners. KUSN interest now is held by: C. Arnholdt Smith, president-treasurer and owner of 250 shares of 25%; J. Frank Burke, vice president, 50%, and John A. Smith, secretary, 25%. Mr. Jones would become second vice president of the firm.

WQQW asks consent to assignment of license from Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a new Delaware corporation owned by same 100-odd stockholders. Construction permit for WQQW-FM also is included.

KAVR requests assignment of license from Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Bernice Brownlow, doing business as Montana Broadcasters, to KAVR Inc., owned by same individuals.

LONG-RANGE FM
Listeners Report Phenomenal Distance Reception

CONFIRMING testimony given at FCC-industry engineering conference on problems of interference between television and other services [BROADCASTING, June 16,] several reports have been received of unusual long-range FM reception in the high band. FCC engineers say this phenomenon is not nearly so pronounced in distance, time duration or signal strength as that found for FM in its former low band. Climax is expected to be reached in September.

KOAD Omaha, operating on 92.3 mc with 1 kw and a 100 foot antenna, says it has been heard by a listener in San Antonio, 812 air-miles away. KOAD also told about Warren Davee, West Point, Neb., radio serviceman, who hears KOAD consistently even though 50 miles away. Mr. Davee says the antenna determines good reception, according to KOAD. Using various make receivers he has logged FM stations in Topeka, Wichita, Minneapolis, Houston, St. Louis, Chicago, Detroit, Columbus, Ohio; Rochester, N. Y., and Paxton, Mass.

Unusual Reception

Two different reports have been received of unusual reception of KTRN Wichita Falls, Tex., in late afternoon of May 23. Both were from Washington, D. C., area. KTRN at the time was using 3 kw on 97.7 mc with a General Electric two-bay antenna having an effective height of 500 feet.

A. F. Rekart, chief engineer of KXOK-FM St. Louis, on evening of June 3 heard WOPI-FM Bristol, Tenn., the Bristol outlet reports. Signal was very strong with no fading observed. Bristol to St. Louis by air is 600 miles. WOPI-FM transmitter is atop White Mountain, Virginia, 5,643 feet above sea level and 2,210 feet above average terrain. Station has been using 96.9 mc with radiated power of 10.4 kw.

Another May 23 reception oddity is reported by Mark T. McKee Jr. and Wilburn Schattler, chief engineer of WMLN Mt. Clemens, Mich. Pair on that date heard WRCM, WTPS-FM and WWLH New Orleans, about 962 miles away. Although Mr. McKee has a 40-foot dipole receiving antenna he states with it disconnected he heard all three of the outlets faintly.

... wanta leap all over a 14,000 square mile sales area?

WIP

PHILADELPHIA'S PIONEER VOICE

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

WGAT

American Broadcasting Company Affiliate

UTICA, N. Y.

announces the appointment of

RADIO ADVERTISING COMPANY

as exclusive national representatives as of July 1, 1947

BROADCASTING IS BASIC WITH BUYERS

The best Buy (far) in the trade paper field

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Where are all the good radio men? Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Wanted: A good all-round announcer for 5 kw midwest CBS outlet. Salary commensurate with ability. Send all details, including photo and audition disc. Box 778, BROADCASTING.

Experienced time salesman of highest character and proven ability needed by new local station in large Texas market. Box 806, BROADCASTING.

Engineer for Indiana station. Must hold radio telephone first class license. Starting salary sixty-five dollars per week, non-union. Give experience, education, availability, and interview possibilities. Box 819, BROADCASTING.

Wanted—Versatile, reliable, experienced announcer, capable of ad-lib work. Excellent future in a strong corporation for the right man. Box 821, BROADCASTING.

Wanted—Commercial-continuity writer for progressive small station in beautiful New England community. Send sample scripts. Box 835, BROADCASTING.

Good solid experienced announcer for general staff work. Advancement, congenial staff and management, best hunting and fishing area in west. Send particulars, disc. Box 845, BROADCASTING.

Station Manager. Applicants now being interviewed for position with new full-time ABC affiliate in good eastern metropolitan market. Approximately September 1. Applicant must have sales promotion and program experience. Give full details. Box 849, BROADCASTING.

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMBC-owned station near Concordia, Kansas. Write fully. A. R. Moler, Chief Engineer, KMBC, Kansas City, Missouri.

Wanted—Experienced, reliable announcer for 5000 watt ABC affiliate station. No floaters or drinkers need apply. Liner's Broadcasting Station, Inc., Monroe, Louisiana.

1000 watt Mutual affiliate wants an experienced salesman and one experienced announcer-control operator. KENT, Shreveport, Louisiana.

Unusual opportunity for experienced farm announcer-director. Must be able to assume full responsibility of farm programming for dominant regional station in Pacific Northwest. All pertinent facts first letter, please. Box 844, BROADCASTING.

Transmitter operator. AM and FM equipment. Must have car. WPAG Ann Arbor, Michigan.

Wanted—Engineer. If you are a GI with first class ticket and no experience seeking work, contact us at once. Radio Station WWCO, Waterbury, Connecticut.

Versatile commercial announcer needed for MBS affiliate. Must be experienced. Send record and photo with letter. WILS, Lansing 30, Michigan.

Wanted—Experienced announcer for FM station soon on the air. Preference given to man of outstanding news ability. WKBH, LaCrosse, Wisc.

Operators—Control with license for 1 kw AM & FM station in midwest. Write Box 850, BROADCASTING.

You! Yes! You! Can you fill one of our openings? Technicians, program directors, chief engineers, copywriters, announcer-technicians, girl Fridays, announcer . . . today—write Radio's Reliable Resources, Employment Agency, Box 413, Philadelphia.

Chief engineer for one kw daytime with nine kw FM grant must be capable to make FM installation. Write, wire or phone WKAP, 715 Hamilton St., Allentown, Penna.

Help Wanted (Cont'd)

Wanted: Chief engineer, progressive 250 watt station, no trainees. Want man take full responsibility technical operation. Right salary for right man with conscientious attitude and willing grow with organization. Write or wire station KICD, Spencer, Iowa.

New daytime kilowatt station needs program director-chief announcer. Personal interview necessary so only applications from Carolinas and Virginia desired. Send disc, photo, and salary expected with application direct to J. R. Dalrymple, Manager, WEWO, Laurinburg, N. C.

Commercial department—Man with executive and sales ability to take hold. If you are a hard working young man seeking to get ahead—if you think you can sell in Fitchburg, Massachusetts—if you will work with the thought in mind of advancement possibilities, predicated on integrity and merit, write at once details and expectations Mr. Milton H. Meyers, Box 925, Waterbury, Conn.

News editor and rewrite man wanted by progressive 250 w Mutual station. Splendid opportunity right man to supervise complete newsroom setup. Want experienced man, promotion experience would be to advantage but not necessary. We'll pay for results. Write Box 876, BROADCASTING.

Wanted—Program director and 2 good announcers. Excellent working conditions and top salary if you can qualify. Personal interview required. Write or wire John Greene, Mgr., WSTS, Southern Pines, N. C.

Announcers! If you're located in North Carolina we have a fulltime opening. 1000 watts. ABC. WDUK, Durham.

Situations Wanted

On July 1 an entire staff of twelve technicians will be available. Experience on many types of equipment from a power of 500 kw down. Standard broadcast, high frequency, experimental, FM and all phases of studio operation. Replies need not be limited to broadcast field. Minimum broadcast experience four years, maximum seventeen years. All have first class license. State your requirements to Box 662, BROADCASTING.

Available late July or early August—29 years old, 10 years experience all phases broadcasting. Can build your station from the ground up and handle any job in it from chief engineer to manager. Excellent program man, writer, announcer. Hold first phone with 10 years time, 5 chief's time. Can furnish best references, etc. Now in Europe doing specialized work for Army. Consider any opening with good future. Box 710, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—29, single, ten years experience which includes broadcast transmitter-studio operation; design, construction, test of radio equipment and Naval service as chief ART. First class phone license, two years EE college. Desires northeast including Washington, D. C. Box 759, BROADCASTING.

Transmitter man. First class license. Experienced to ten-kilowatts. Desire better myself. Box 779, BROADCASTING.

Announcer, experienced, desires opportunity, permanency. Disc, sports, specialty. Size of opportunity, not station, important. Disc, photo. Box 785, BROADCASTING.

Engineer—1st phone. Graduate RCA Institute. Army servicing and recording experience. No announcing. Available after August 15. Box 795, BROADCASTING.

Detail man—An administrative assistant, correspondent, expediter who can effectively handle your burdensome business extras. Diversified broadcasting experience, dependability and ambition qualify me for your offer. Presently employed but desirous of permanent, salaried position. Housing more important than immediate earnings. Box 799, BROADCASTING.

Announcer-newsman-disc jockey. Versatile, and experienced to qualify for any position. Former program director, news editor, newspaper reporter. Age 26, presently employed. Excellent commercial announcer. Box 815, BROADCASTING.

Experienced announcer, available immediately, veteran, 22, single. Will go anywhere, west coast preferred. Box 816, BROADCASTING.

Reliable engineer, full construction and chief experience. Desires position with northern station. Housing important. Box 817, BROADCASTING.

Director of women's programs and copywriter desires New England location. Now employed midwest. Excellent references. Single. Master's Degree. Box 820, BROADCASTING.

Announcer—1½ years experience; young; college. Transcription on request. Box 822, BROADCASTING.

Announcer, writer and or salesman. Twenty years dramatics including radio. Desire radio career. Age 34. Box 823, BROADCASTING.

Sports announcing, acting experience. Young veteran, capable and versatile. B.A. major in radio. Location no obstacle. Box 824, BROADCASTING.

Salesman—Former metropolitan newspaper solicitor, also announcing, production, desires position selling radio Middle Atlantic, New England. Married. References. Box 825, BROADCASTING.

Situations Wanted (Cont'd)

General manager. Excellent record, enthusiastic references, seeking permanent location. Now top executive with outstanding network station. Young family man. Personal interview necessary. Box 826, BROADCASTING.

Experienced announcer, 18 years of network and independent operation. Capable of assuming program department. Salary $55.00, anywhere that housing is available in east or south. Box 828, BROADCASTING.

Program director-announcer (27) desires station in small progressive community. Has five years experience. Married. Prefer Middle Atlantic states but will consider anywhere with housing for family. Must have $60.00 base. Write Box 829, BROADCASTING.

Baseball announcer. Play-by-play, live and recreation. Other major sports. Now employed. Box 830, BROADCASTING.

News editor—News-sports announcer, best references. Will improve your regional and local coverage. Ten years' experience, all phases of radio. Box 832, BROADCASTING.

Chief engineer, can double as manager, announcer, janitor. Ten years chief in present job at local. Want something permanent can get my teeth into. Have experience AM, FM installation, construction. Family man, no hotshot, don't know all answers—not afraid of hard work. Plenty references. Box 833, BROADCASTING.

Fourteen years continuity, producing, scripting, announcing and acting on 250, 5000, CBS, Mutual, ABC and NBC. Now production manager handling all writing on 135 accounts. Contributor to half dozen network dramatic shows; rated as one of the country's top twenty mystery writers. Desire executive position only. No one-man continuity department jobs. Hours no consideration. Working conditions must be pleasant, personnel compatible. Can inspire everyone in my department with my ideas, enthusiasm and proved ability. Not a drifter, drinker or personality-kid. I know radio. I want a good position in return for my fourteen years good work. Personal interview mandatory. Available in thirty days. Box 834, BROADCASTING.

Announcer-writer-producer. Six years experience, seeking permanent position with active station in west coast state. Minimum wattage 1000; minimum salary $200 monthly. Available for interview. Box 836, BROADCASTING.

Need words that sell? Copywriter, six-year background in local, regional stations and regional net, desires continuity position with station in sizable west coast market. Box 837, BROADCASTING.

Fully experienced Radio Director, all phases commercial broadcasting from ground up. 11 successful years, 3 stations. Network announcer 1 year. Completely dependable family man, 29. Now managing government radio station. Will change only for Manager or PD for high grade station or consider Radio Director position for corporation. Arrange interviews Eastern Seaboard. Box 839, BROADCASTING.

Army interrupted my career! Announcer-writer, two years' experience, including disc shows, needs position in or commutable to Boston. Perfect references. Box 840, BROADCASTING.

Manager with license who can sell, announce, wants job as general manager of station in south. Hard worker, single. Can fill the bill. Box 841, BROADCASTING.

Broadcast construction engineer, twelve years' extensive experience, including directional arrays. Desire permanent position chief engineer. Box 842, BROADCASTING.

Commercial manager with definite sales plan, seasoned, active leader. Write Box 843, BROADCASTING.

Attention, New England stations. Commercial manager, married. Sober. Fifteen years' radio background. Wishes to locate in New England. Complete brochure, highest refs. Will consider solid salesman opening. Box 847, BROADCASTING.

WOMEN'S DIRECTOR WANTED

Talented, aggressive, single young woman wanted to handle women's programs for progressive 5000 watt midwestern network affiliate. One year's commercial experience necessary. Send personal history statement and audition disc at once.

Box 831, BROADCASTING

SALE

New 5 kw Western Electric transmitter, 4 sets of tubes, factory-recommended spare parts, 25-A speech input equipment and gas emergency generator. Box 838, BROADCASTING.

For Sale—5000 watts—Fulltime Pacific Coast Region

Long established AM station in fast growing metropolitan area with Class B FM grant. Consistent record of earnings shows substantial increases during recent years. Full potentialities of the property have never been developed. This is an unusual opportunity for experienced radio people, amply financed, who are accustomed to competitive markets.

Purchase price consistent with operating profits in six figures.

BOX 873, BROADCASTING

Situations Wanted (Cont'd)

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Program director—Available August 1st. Can assume full responsibility for programming, production and continuity. For complete information on twelve years' experience and photo. Box 848, BROADCASTING.

What good station can use an intelligent, energetic manager who has twelve years' experience in management, programming, announcing and salesmanship. Five years with five thousand watter, three years general manager WOLS, Florence, S. C. Soberness, ability rank high, plus knowledge of every angle of radio that makes for successful operation. Personal contact will be made if desired. Write or wire Nat L. Royster, WOLS, Florence, S. C., or phone nights 1310-W.

1st class phone, single, 23. Prefer employment in college town for part time college study. Letter available from present employer. Gale W. Hunt, Radio Station WMIS, Natchez, Miss.

Announcer-newscaster, graduate 2 schools, 1 year experience Armed Forces. Handle sports play-by-play. Go anywhere. Disc on request. Eddie Wahl, 115 SE 30 Avenue, Portland, Oregon.

Announcer—Also managing, selling and writing experience. Made to order for small station. Age 31, married. Box 62, Rome, Georgia.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Young woman, writer-editor, 10 years radio writing and programming wants position. Prefer mike work and women's features. Box 853, BROADCASTING.

Expert promotion-advertising director, married, sober, nine years radio experience. Unusually qualified for big station or regional network promotion. Box 866, BROADCASTING.

Director-producer. Peabody — Variety winners. Looking for program-minded station. Box 851, BROADCASTING.

Engineer, 50 kw experience, good references. Any respectable offer considered. Box 852, BROADCASTING.

Heroes are made—not born. I was born. Good announcers are made—not born. I was made. Give my audition disc a whirl for proof. Experienced commercials, newscasting, station routine, platter shows. Reliable, personable. Details, disc on request. Box 860, BROADCASTING.

Engineer, first class, vet, age 23, wants position with progressive New England station. Three years' experience; AM, FM, transmitter, studio, remotes. Box 865, BROADCASTING.

Radio engineer—Desires any opening in California or Arizona. Seven years at 50 kw transmitter, studio experience, TV training, univ. grad. Non-contagious illness in family necessitates early change in climate. Box 864, BROADCASTING.

FOR RENT

1 Good Head
(complete with pair of shoulders for putting to wheel attached.)

USES: Young, on the ball idea man to (1) do production or programming for net or large indy, or (2) handle detail work for radio or advertising executive, or (3) develop and produce packages for transcription outfit.

SPECIFICATIONS: Has experience in, and good knowledge of, production procedures, programming, radio advertising and mike work. Possesses fine memory, capacity for details and ability to learn ropes rapidly so as to become a right hand man with 50 kw output in jet time.

BOX 855, BROADCASTING

Situations Wanted (Cont'd)

50-kw sales promotion and advertising executive wishes connection as assistant sales manager with live wire organization desirous of building sales through smart promotion. Box 867, BROADCASTING.

Is your music library a mess? Experienced music librarian with knowledge of transcription and recording libraries. Can make it function efficiently. Per diem or steady position. Box 854, BROADCASTING.

Engineer. 1st phone. RCA graduate. Army and industrial experience. Ambitious, adaptable. Will travel. Box 863, BROADCASTING.

Announcer, vet, alert, adept, amiable. Trained all phases announcing NY's leading announcing school. Disc, photo. Will travel. Box 862, BROADCASTING.

Operator. 1st phone, 2nd telegraph. 10 years "ham" operator. Graduate RCA. Will travel. Box 861, BROADCASTING.

Engineer—1st class 'phone and telegraph licenses. Desire temporary or permanent position. Considerable experience amateur and Merchant Marine radio. Age 23, single, three years college, physics major. Salary secondary. Available immediately. Will travel. Box 859, BROADCASTING.

Station manager: Want to put to use 10 years background and experience in sales personnel, administration, production, and programming in development of small station. Excellent organizer. Vet, married, 38. Best references. Will travel. Box 857, BROADCASTING.

Experienced gal. Wields whip-smart continuity pen—does clever women's shows. Rarin' to learn more. Marilyn Stauffer, 836 N. Center St., Naperville, Illinois.

Young man, 22, vet. Desires announcer position. Graduate large radio school. Married. Robert Kahl, 1650 Roscoe St., Chicago 13.

Young woman with original programming ideas desires position on modern station. Excellent radio voice and personality for women's and children's shows. Writes good continuity. Photo, disc on request. Sylvia Barron, 7301 Ridgeland Avenue, Chicago 49.

Mr. Station Owner: If you are looking for a man now active in every phase of commercial broadcasting: Selling, merchandising, handling accounts, writing editorials, continuity, originating and directing features—then get in touch with me. Established 12 years. I am successfully operating a one man advertising agency with a large volume of local accounts through a network outlet. Will consider exchanging the security of an established business for greater opportunities and a free reign for ideas. Box 871, BROADCASTING.

Engineer, GI, experience, station construction. GI announcer. Time salesman. Box 902, Canton, Ohio.

Announcer—Mature with several years theatrical experience and one year commercial announcing. Just completed approved radio school. Desires permanent connection with small progressive station. Salary secondary to opportunity. Box 869, BROADCASTING.

Announcer-newscaster. 1¾ years experience in announcing, newscasting, announcing and engineering of remote broadcasts, control room operation, and disc jockeying; ½ year experience programming. Good voice. Married, veteran, age 26. Location preference—southwest or Rocky Mountain area. Box 868, BROADCASTING.

Staff announcer with 250 watt experience. Single, 28, college, ex-Army officer. Available July 15. Box 872, BROADCASTING.

Announcer, inexperienced, but capable, age 26, personable, affable, excellent voice. One year broadcasting school. Available soon. Travel almost anywhere. Audition disc on request. Sincere inquiries are solicited. Box 874, BROADCASTING.

A-1 program manager seeks tougher job. He will build your station a solid Hooper on basis of twelve years successful experience in highly competitive markets. Outstanding showman ship. Known as one of keenest idea men in radio. His work is of network caliber, because he has had network experience. He's an excellent organizer and has fine sales personality. Active in community affairs. Stable family man. Top references. Box 719, BROADCASTING.

For Sale

For Sale: Portable wire recorder used three months. Made by Wirecorder Corporation. Five one-hour reels, low impedance mike input, 500 ohms output, self-contained power supply, good for special events, news, sports, etc. Original price $455. What's your offer? Box 827, BROADCASTING.

For Sale—Immediate delivery, 1000 watt transmitter operating on 580 kc. Comprised of 1 Collins 300-F transmitter and 1 Western Electric 71-B amplifier. This transmitter is on the air at the present time. Write or wire Post Office Box 1712, Shreveport, Louisiana.

For Sale—Gates 31-B console with or without pre-amps, complete with tubes and power supply. Brand new. Write, wire, or call E. W. Fliegel, Chief Engineer, WNAM, Neenah, Wisconsin.

250 watt RCA Type 250-G transmitter and 175 foot Lehigh self-supporting radiator. Also, console recording RCA equipment. WSLI, P. O. Box 1847, Jackson, Mississippi.

For sale in Mexico City. A 5 kw broadcasting station. For more particulars write Mr. G. Robles. Calle Joaquin Argaez No. 14. Tacubaya, D. F. Mexico.

Temco transmitter, new 250 watts, control console, two loud speakers in cabinets, monitor amplifier and oscilloscope. $1,600 takes everything. Chester Daly, 1943 Seneca, Buffalo.

250 watt transmitter, modified Temco 350 okayed by FCC, ready to go. Price $800. R. Bennitt, Box 78, Fayetteville, Ark.

Tower for sale—One Blaw Knox 605 foot uniform cross section tapered top guyed galvanized tower perfect condition. Modification of top section will support four section pylon or similar FM antenna and give overall height of approximately 575 feet. Will sell for price far less than new tower. For details wire or write E. C. Frase, Jr., Chief Engineer, Radio Station WMC, Memphis, Tennessee.

For sale—Western Electric 5 kw transmitter in excellent condition. Now operating. Available about August 15, 1947. Complete description on request. WIS, Columbia, S. C.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

For sale—Immediate delivery, 2 Western Electric 9-A heads with complete tone arms and latest type KS 13386 filters. Excellent condition. List price is $190; will sell at $150 each. WDGY, Hotel Nicollet, Minneapolis 1, Minn.

For sale—Gates console model 30, new December 1945. Purchase price $830.00. Has 5 pre-amplifiers and provision for two-studio operation plus control room announcing. Talk-back microphone built in. Complete with separate power supply. Best offer takes. Available immediately. WIBC, Indianapolis.

For sale: New 250 watt local, unlimited hours, in non-competitive field. All new equipment. Station showing good returns with only surface touched. Present owner must sacrifice reasons of health. Box 856, BROADCASTING.

One 198 foot Blawknox tower. Complete with base insulators and lighting fixtures. Immediate delivery. $1900 FOB—WJMC, Inc., Rice Lake, Wisc.

Doolittle frequency monitor, Model FD-1A, crystal for 800 kc. Excellent condition. Reasonable. WWPF, Palatka, Florida.

Radio stations throughout the United States that are good investments. Many that offer unusual opportunity for high earnings and appreciation. If you want to buy or sell a radio station, write Blackburn-Hamilton Co., Radio Station Brokers; Washington, D. C. James W. Blackburn, 1011 New Hampshire Ave.; National 7405; San Francisco—Ray V. Hamilton, 235 Montgomery St.; Exbrook 5672.

Wanted to Buy

Wanted: Collins, RCA or Western, one kilowatt broadcast transmitter, limiter and line amplifiers, control consoles, antenna components for one remote pickup equipment, one 195 ft. to 220 ft. insulated tower, tower lights, 20,000 ft. No. 10 soft drawn copper wire, General Radio frequency monitor and General Radio modulation monitor, RCA or Western microphones, RCA turntables, RCA or Western pickups with or without arms. Wire or write type or model number, price and brief description of condition to William P. Taylor, 6335 S. Drexel Avenue, Chicago 37, Ill.

N. C. BROADCASTERS TO MEET IN OCTOBER

NEXT meeting of North Carolina Assn. of Broadcasters will be held in October, at Pinehurst or Sedgefield in the central part of the state, the association decided at its June 23-24 meeting. R. A. Dunlea, WMFD Wilmington, is chairman of the convention committee.

The association has been incorporated, according to President J. Frank Jarman, WDNC Durham. New constitution and by-laws were adopted, based on a report of the Rules and By-Laws Committee read by Harold Essex, WSJS Winston-Salem, on behalf of the chairman, R. H. Mason, WPTF Raleigh. Mr. Essex is secretary-treasurer of the association.

At the two day meeting Richard P. Doherty, NAB Director of Employe-Employer Relations, discussed effects of the Lea Act decision and Taft-Hartley Act [BROADCASTING, June 30]. A panel on news was conducted by Ed Kirk, WPTF, assisted by F. O. Carfer Jr., WSJS, and James Campbell, WKNS Kinston. J. Allen Brown, NAB Assistant Director of Small Market Stations, spoke about the problem of multiple grants. Delegates and wives were guests at a cocktail party given by Louis Howard, WHIT New Bern, and Lester Gould, WJNC Jacksonville.

Returns to Dallas

ROY COWAN, who for the past year has been serving as manager of the New York office of Taylor-Howe-Snowden, radio sales firm, is returning to Dallas as president of the Southwest Printing Co. Inc., the position he held prior to his service as a lieutenant colonel in the Army Air Forces. Mr. Cowan has been on a year's leave of absence from Southwest Printing, and his return to active participation in affairs of the company was announced by its directors. Announcement of his successor in the New York post will be made shortly, according to Taylor-Howe-Snowden.

Wanted to Buy (Cont'd.)

Wanted to buy—Meissener 150-B transmitter. State condition and price. Box 726, BROADCASTING.

Wanted—Good used 1 kw AM transmitter FCC approved. Also, AM tower not less than 265 ft. Include full specifications and prices with reply. Box 753, BROADCASTING.

Will buy outright or controlling interest in west coast 250 watt station. Box 818, BROADCASTING.

Miscellaneous

Wanted: Experienced radio man with approximately $7500 to join group applying for new station. Box 858, BROADCASTING.

Office space available immediately. Transcribed Radio Shows, 2 W. 47 Street, New York.

Sportscaster, special events, newsman. 12 years play by play, baseball, basketball football, air races, auto races. Now limited to baseball at present station. Available July 7. Off air baseball ET. Best references past and present employers. Write Box 875, BROADCASTING.

National FM Net Convention Topic

Rumors of Plan Are Expected To Crystallize at Meet

SCATTERED moves looking toward formation of a nationwide FM network are expected to crystallize at the FM Assn. national convention, scheduled Sept. 11-12. Tentative site of the convention is Washington, D. C., although a number of FMA members have asked Bill Bailey, FMA executive director, to renew efforts to find a New York site.

Previously scheduled conventions complicate the problem of placing FMA's sessions in a New York hotel, but the city is still in the running despite its convention bureau's statement that hotels are filled that week. New York and Washington were named by the FMA board at its June 26 meeting [BROADCASTING, June 30] to keep down the travel burden since many members will attend the NAB's 25th convention Sept. 15-18 in Atlantic City.

Hofheinz Statement

Roy Hofheinz, FMA president and owner of KOPY Houston, declared last week that steps are going forward to organize an independent network on a nationwide scale. He predicted that by late autumn a regular commercial FM hook-up would be in operation, offering programs of all types.

Leading FM network now operating is Continental, a combination of wire, relay and off-the-air transmission operating in nearly a score of eastern cities. Continental has been broadcasting weekly musical programs for several months.

David Taft, WCTS Cincinnati, is working on an Ohio FM hook-up, with a number of stations expressing interest. Similar projects are in the negotiation stage in North Carolina, South Carolina, Indiana and Oklahoma. Already in operation is a link of KOZY Kansas City and WIBW Topeka (see separate story, this issue) KOCY-FM, Oklahoma City, is testing a joint hook-up but has not announced formal plans. Paul Wagner, WCSI Columbus, Ind., is negotiating with stations in Indianapolis and new outlets projected in Connersville and Crawfordsville in that state.

Denies Report

DENYING published reports of an intended statewide television network, William L. Gleeson, president of Broadcasting Corp. of America, Riverside, Calif., advised BROADCASTING last week that his only plans concern start of KARO Riverside, video station atop Mt. Cucamonga. Roadwork to mountain peak, which stands at 9,000 feet, is approaching completion and Mr. Gleeson expects start of work on transmitter building shortly. Representing an investment of $250,000, station is expected to be on air by August 1948.

FCC Suspends Daytime Grants At Stillwater and St. Paul

CLEAR CHANNEL stations' fight for exclusive use of their frequencies moved forward last week as WHAS Louisville and WLW Cincinnati won suspensions, pending completion of litigation, of FCC nonhearing grants for daytime sharing of their respective frequencies.

On petition of WHAS, the Commission suspended its Nov. 14 grant to Oklahoma A. & M. College, Stillwater, for a new 10-kw station on the WHAS 840-kc channel. A similar petition by WLW brought suspension of the Dec. 5 grant to Middle West Broadcasting Co., St. Paul, for 1-kw daytime use of WLW's 700-kc frequency.

The suspensions were issued pending decisions of the U. S. Court of Appeals for the District of Columbia on two similar appeals already argued, and until "further order of the Commission."

The appeals on which the suspensions hinge are WCKY Cincinnati's from a 10-kw daytime grant to Patrick Joseph Stanton at Philadelphia on 1530 kc, 1-B channel used by WCKY; and WJR Detroit's from an authorization to Coastal Plains Broadcasting Co. for 1-kw daytime use of WJR's 760 kc at Tarboro, N. C. [BROADCASTING, March 17, April 28, June 16].

Court Order Stays WCPS

The Tarboro outlet, WCPS, has been on the air since early this year. One of several FCC grants stayed by court order until litigation is decided, WCPS is now operating temporarily on another frequency.

Both WHAS and WLW have taken appeals from the grants which FCC suspended. In announcing the suspensions last Monday, the Commission said the questions involved are "substantially the same" as those in the WCKY and WJR appeals. The Court's decision in those cases is expected "at any time." Although it does not hear cases during the summer, it does continue to hand down decisions on those already heard.

Meanwhile, FCC sources said the Commission will try to act soon on another phase of the fight between clear channel stations and advocates of daytime licensing on clears. That is in the pending question of daytime skywave—which present FCC rules do not recognize but which clear channel stations contend will lead to intolerable interference from daytime operations on clear frequencies.

The skywave hearing was held early last month [BROADCASTING, June 9]. Commission authorities said last week that they hoped to issue a decision on it "during July." Until this decision is reached—whether daytime skywave does exist and, if so, to what extent there should be protection from it—FCC is passing up all applications for daytime or limited-time operation on U. S. 1-A and 1-B channels.

Clear channel leaders in recent weeks have noted what they hope is the beginning of a trend among daytime U. S. clear-channel applicants and grantees to seek other frequencies. At least five such instances have occurred, and in another case a daytime clear-channel applicant voluntarily withdrew his application.

WJSW Altoona, Pa., on the air with 250 w daytime on WSM Nashville's 650 kc, is seeking 1290 kc fulltime with 1 kw day and 500 w directionalized at night. Southeastern Broadcasting Co., Clanton, Ala., grantee for 500 w daytime on 760 kc (WJR), has applied for 1-kw daytime operation on 980 kc. Radio Virginia Inc., Richmond, authorized to operate daytime with 1 kw on 720 kc (WGN Chicago), is requesting 740 with the same power and hours of operation.

Two applicants for daytime stations on the WHAS 840-kc channel have amended to other frequencies: George M. Hughes, Florence, S. C., who had applied for 1 kw on the channel, is now seeking 740 kc with 1 kw daytime, and Lamar V. Newcomb, Falls Church, Va., has amended to ask for 1220 instead of 840 kc, with 250 w. Port City Broadcasting Co., Port Arthur, Tex., has withdrawn its application for 1-kw daytime on 840 kc.

Renewal Aid

FCC ORDERED last week that any application filed or mailed not later than Dec. 31, 1947, for the renewal of a commercial radio operator license which was valid on or after Dec. 7, 1941, and has expired by its own terms, may be acted upon by the Commission if a statement is filed as a part of the renewal application showing that: (1) the applicant has been honorably discharged or separated from the armed forces of the U. S. since Dec. 7, 1941; (2) applicant has voluntarily left U. S. Maritime Service since Dec. 7, 1941; (3) applicant has been employed in connection with war efforts outside of U. S. and thus unable to file timely application. Temporary emergency radiotelegraph second-class operators or temporary limited radiotelegraph second-class operators are not included. FCC also suspended for a year from June 30 Sec. 13.28 of rules which requires showing of service or use as a condition to renewal of such license.

Kapp Salary

JACK KAPP, president and director of Brunswick Radio Corp. and World Broadcasting System, was paid $91,133 last year, according to a company report filed with the Securities and Exchange Commission, Philadelphia.

BBC's Field Now The World—Haley

Firm's Director - General Tells What Next 5 Years Will Hold

THE NEXT five years of British broadcasting under the five-year term of the Royal Charter granted the British Broadcasting Corp. are reviewed by Sir William Haley, director-general of BBC, in the *BBC Year Book 1947*, just issued in London. The booklet is replete with illustrations and text on the 1946 achievements of BBC, its change-over from wartime programming to peacetime operations, addition of its new Third Program and expansion of its foreign language broadcasts to 45 languages.

In his article Sir William Haley points out that "The BBC's field is now the world." "To it," he adds, "British broadcasting must give the best this country has to offer." He points to FM as a possible means of giving wider coverage, in view of the complicated European set-up of regular broadcast frequencies.

Dealing with television he speaks of the new television transmitter being built at Birmingham, laying of a coaxial cable between London and Birmingham and work being done on radio relays for television. Finally he stresses the need for more revenue to finance developments.

BBC Troubles

BBC, meanwhile, was having internal troubles as authors and dramatists threatened to strike unless they received "fair fees." One member of the author's society described the current fees as inadequate and insulting, adding, "If the authors submit to them, they will join the ranks of sweated laborers."

Another official of the society said that in view of the vast volume of copyright material held by the society "the effect of a strike on the Third Program could be more devastating than Mr. Shinwell."

Accrediting of College Radio Courses Discussed

CREATION of a method of accrediting college courses in broadcasting will be discussed at the organization meeting of the NAB Educational Standards Committee, to be held July 28 at NAB headquarters in Washington. Chairman of the committee is Ralph Hardy, KSL Salt Lake City.

Appointment of a committee to study the idea was authorized by the NAB board at its January meeting. The committee will consider methods of setting up an accrediting agency and will make a study of similar procedure in medicine, law and other professions.

Committee members besides Chairman Hardy are Dr. Willis Dunbar, WKZO Kalamazoo; F. C. Sowell, WLAC Nashville; William B. Way, KVOO Tulsa; Judith Waller, NBC Chicago.

As WNBW Opens a 'New World'

"THIS is a day that we at NBC have been looking forward to for a long time," said Niles Trammell (second from right) at the opening of NBC's Washington television station, WNBW, June 27 [BROADCASTING, June 30]. He forecast cross-country televising of Congress in session, other historic events from the Nation's Capital, as well as bringing entertainment and special events from other cities to Washington, via television.

Attorney General Tom Clark is at right, with NBC vice president and Washington operations head, Frank M. Russell, at far left, next to FCC Chairman Charles R. Denny. Through television, "A new world opens," Mr. Denny, who also spoke on the first WNBW official program, said. "The FCC has firm confidence in the future of television," he added, "and will take every step to assist [in obtaining] the finest television service attainable."

AT THE CONTROL panel of the new WNBW are (l to r) William J. Norfleet, FCC chief accountant; Comr. Paul A. Walker; Comr. Clifford J. Durr; John Knight, WNBW station engineer.

6 Westinghouse Stations Plan Delinquency Series

A SIX-STATION attack on juvenile delinquency is being inaugurated by Westinghouse Radio Stations, working in close cooperation with the Justice Dept. and local civic leaders.

Stations in Philadelphia, Boston, Pittsburgh, Springfield, Mass., Fort Wayne, Ind., and Portland, Ore., are initiating the series, which is designed to seek out and correct factors which contribute to juvenile delinquency. The common program theme is maintained in all stations, with Gordon Hawkins, education and program director of Westinghouse Radio Stations, coordinating the overall effort.

Clipper RCA-Equipped

THE PAN AMERICAN World Airways clipper which returned to La Guardia Field, New York, last week after the first commercial round-the-world flight was equipped with an RCA Loran receiver providing electronic long-range air navigation. Known as AVR-WY, the receiver is made by the RCA Victor Division. The clipper also was equipped with an RCA radar altimeter.

THREE RAPT spectators at WNBW's first telecast are (l to r) Arthur J. (Dutch) Bergman, noted sports figure, and sports commentator on WRC Washington (NBC); NAB President Justin Miller; Supreme Court Justice Fred M. Vinson.

BASEBALL COVERAGE IS SURVEYED BY ATS

GOOD CAMERA position is the first prerequisite of baseball coverage for television, according to a survey made by American Television Society of the video stations currently broadcasting baseball games. WNBT and WABD New York use three cameras. WABC-TV New York, WBKB Chicago and KSD-TV St. Louis use two.

There was less agreement as to the best camera position. Burke Crotty of WNBT favors a spot behind home plate and 20-30 feet high. Bob Bendick of WCBS-TV prefers to be slightly higher and a few feet to the side of the plate. WABD wants to be in line with pitcher, batter and catcher, with a secondary camera for close-ups stationed some distance down the first-base line. KSD-TV and WBKB have their cameras between home and first, with WBKB using two cameras on the pitch, switching from medium close-up of pitcher to the batter during the delivery.

Asked whether commercials can be given as often as on a radio broadcast, WNBT and WCBS-TV felt the impact of sight-and-sound commercial is so great that fewer are necessary. WBKB and KSD-TV made no comment. Bill Slater of WABD felt that if both audio and video commercials are counted, the number can be the same as on radio.

TV Screens in Chicago May Be Dark Temporarily

CHICAGO television set owners faced two weeks of darkened screens on their receivers following a request to FCC by WBKB, Balaban and Katz station in the Illinois metropolis, for permission to go off the air temporarily at its own request beginning today (July 7). Station, only one commercially operated in Chicago at present, made the request last week, stating it wished to install a more modern and powerful antenna.

WBKB officials originally had hoped to postpone installation until another station actually had begun operation, but pressure of scheduled late summer and early fall programs made it imperative that work be started at once, according to Capt. Bill Eddy, station director.

New antenna, a bat wing super turnstile type manufactured by RCA, will rise some 400 feet above street level, when installed atop the State-Lake Bldg., and will increase power of station 7.4 times over present transmission.

Opens Own PR Firm

WILLIAM VAN DUSEN, Pan American Airways counsel on public relations, has opened his own public and industrial relations counsel firm with offices at 250 Park Ave., New York, to provide a specialized service for industrial and advertising organizations. Mr. Van Dusen will continue with Pan American as public relations counsel in addition to his new duties.

TV Requisites

Staff of 34 Needed for Single Program, Says Mowrey

AS COMPARED to four basic people needed to put on an AM program, there are 34 required as a minimum for a television show, according to Paul Mowrey, ABC television director. Mr. Mowrey addressed the WMAL Washington-American U. television meeting late last month [BROADCASTING, June 2] and stressed the fact that job opportunities are good in the television field. Substantiating his statement, he has sent BROADCASTING his list of fundamental people needed for both an AM and a similar video program.

AM Is Simple

For AM, a producer, director, engineer and sound-effects man are basic requirements, he says. For the same program in television, a station needs: a producer, director, floor manager, three camera men, three assistant camera men, two audio engineers (floor), two assistant audio engineers, sound-effects man, art director, scenic director, six stage hands, control room supervisor, audio engineer, switcher, shader, technical director, maintenance engineer, lighting director, telecine director, assistant telecine director, animation director, two film camera men.

WKEU Switch

WKEU Griffin, Ga., has been granted construction permit to change location of its transmitter and studio and to install new transmitting equipment. A special temporary authority also was granted for a 90-day period authorizing use of 250 w on 1450 kc at station's present location pending completion of construction at the new site. License renewal proceedings still pend. WKEU has been operating on license extensions since October 1945 when its regular license expired. Hearing of the renewal subsequently was held on questions of equipment difficulties and complaints from local Textile Workers Union of America (CIO) alleging censorship of its paid programs, and other matters.

Tagged

CALL LETTERS of NBC's television station, WNBT New York, have been issued in the form of a set of automobile license plates to Burke Crotty, director of field programs for NBC television. Mr. Crotty has for several years been attempting to get the call letters of the station on both ends of his automobile and this year, his native state, Connecticut, issued him such plates.

CAB Charges Are Refuted By CBC and Transport Dept.

By JAMES MONTAGNES

DEPT. OF TRANSPORT and Canadian Broadcasting Corp. both submitted briefs June 26 and 27 denying need for an impartial judiciary regulatory body for broadcasting as urged before the Parliamentary Radio Committee at Ottawa by the Canadian Assn. of Broadcasters and the Canadian Daily Newspaper Assn.

Department of Transport pointed out such a body would create confusion in view of international government conventions on radio.

CBC Chairman Davidson Dunton stated that "in view of Canadian conditions there are many reasons for keeping authority and responsibility together." "If an independent board were set up," he added, "the CBC would be left with the great responsibility of a national radio system, but much of the authority over what was to be done would be in someone else's hands."

Referring to CAB contention that the CBC is not only the regulatory body on broadcasting but also competitor of private stations, Mr. Dunton stated the CBC is not a commercial organization. He explained that, although it does carry some sponsored programs, it is not trying to do as much business as it can but to provide the best national radio service within its means. "We believe it would be decidedly against the public interest to put the national system in a position of being judged on the same basis as profit-making commercial organizations," he said.

Defends Program Regulations

Mr. Dunton defended the program regulations assailed by the CAB which require stations to give right of way to programs designated by the CBC. "Otherwise," he said, "many listeners would not hear programs of national interest." He pointed out that Parliament had the right to tell CBC if its regulations pertaining to the amount of advertising allowed on the air should be changed. CAB had objected to limitation of program advertising regulations.

On the matter of free speech on the air, Mr. Dunton contended that private stations do not give adequate opportunities for the expression of opinions.

With reference to frequencies, Mr. Dunton told the committee that "to provide good national service in different parts of the country, the CBC must have the use of certain frequencies. The dominant need of the national system is recognized now by the provisions under which the CBC makes recommendations to the minister on such matters."

Mr. Dunton asked the committee for direction on the amount of free time to be allotted to political parties on national and regional networks, and on the possibility of relaxing regulations which now prevent CBC employes from running as candidates or supporting any candidate for public office in local municipal elections.

Transport Dept. Brief

Dept. of Transport brief, which Reconstruction Minister C. D. Howe, minister in charge of radio, stated was not a government opinion, pointed to confusion if a new independent board was set up to regulate broadcasting. The brief stated in part: "It is difficult to understand how an independent board, such as is proposed by the CAB, and having judicial powers to deal with applications and appeals, could be expected to take over the operational functions of the department and thereby disintegrate to a large extent such a well-balanced and closely knit overall organization which has been developed through the years for the efficient control and administration of all radio matters in Canada."

The brief said it was unfair for CAB to state that control and regulation of private stations were in the hands of a competitor (the CBC). It denied the analogy which the CAB drew between regulation of radio and that of railways and telephone lines.

Pointing out that there is only one regulatory body which deals with the administration of radio internationally in all other countries belonging to the telecommunications union, the Dept. of Transport brief stated the placing of the technical control of broadcasting under a second administrative body in Canada obviously would lead to confusion in international negotiations because of the obvious overlap in jurisdiction.

FM and Facsimile

Regarding FM and facsimile for newspapers, Mr. Dunton asked the Parliamentary Committee for directions as to how licenses were to be issued to newspapers and whether FM frequencies were to be allotted as fast as applied for or were to be issued on a limited basis from a standpoint of economic support in any one area.

Dr. A. Frigon, CBC general manager, questioned on television, stated that Canada is not yet ready for television, that in the United States television was only being used in centers of more than 1,500,000 population, and that it would cost $2,000,000 to set up television stations at Toronto and Montreal providing 10 hours' weekly service. He stated television receivers would cost a minimum of $700 in Canada. After a full study of television prospects in Canada, CBC has abandoned plans for the time being, he added.

Unanimity of opinion among members of CAB and CDNA before the Parliamentary Radio Committee, was pointed out, when Vice Chairman Rene Beaudoin mentioned that the committee had heard only from CFPL London, *London Free Press* and *Ottawa Journal* as not being in agreement with either of the two briefs of the associations to which the stations and newspapers belonged.

Horse's Mouth

GEORGE ROESNER, KTRH Houston farm and ranch director, is going around with a face as red as those tomatoes that brought him his embarrassment. Driving to the Yoakum, Tex. tomato festival, he stopped by a roadside stand to inquire the price of some lush tomatoes for sale. He protested vigorously at the 12½ cents a pound price quoted by the farmer. But the farmer had an answer. "It's the price, son," he said, "I heard the KTRH farm director read the market report this morning." In a small voice the KTRH farm director said, "I'll take a pound."

ANNOUNCEMENT of International Harvester's new Farmall Cub Tractor was made by John L. McCaffrey (seated), president of company, during NBC's recent *Harvest of Stars* program. Mr. McCaffrey spoke from Chicago. Gathered for occasion were (l to r, standing): Dale Cox, International Harvester director of public relations; Ken Craig, radio director of McCann-Erickson Inc., Chicago agency; Rudi Neubauer, account executive of NBC Central Division, and Walter Krause, vice president of McCann-Erickson.

Studio Audience Goes Up For ABC's Town Meeting

CARRYING aloft a studio audience of 50 people, ABC's *America's Town Meeting of the Air* broadcast from an altitude of 5,000 feet over Los Angeles during its July 3 program.

Flying in an American Airlines DC-6, George V. Denny and his colleagues held forth on the lofty topic of "Has 20th Century Civilization Improved Mankind?"

To accomplish this broadcast took considerable experimentation and necessitated more than 100 man-hours in testing procedures as well as several test flights. Five ABC engineers took part in the airing. Two were located in the plane and another at the ground receiving point. A fourth sat at airport transmitter station feeding the portion of the program coming from New York. Fifth engineer sat at a KECA Hollywood studio taking the New York segment by special wire and that from the plane and mixing the two.

Copywriters Elect

DARIO De LA GARZA, advertising manager of Sterling Products International, has been elected president of the Spanish Copywriters Assn. of New York. Other members elected to the board of directors were: Luis G. Dillon, (vice president, McCann-Erickson International), vice president; Mary Mercelis (head of copy, Young & Rubicam International), general secretary; Jose C. Marrero (copywriter and translator, U. S. Vitamin Corp.), business secretary; Enrique Argote (technical translator, War Dept.), treasurer; Max Rios Rios (copywriter, J. Walter Thompson Co. International), trustee. Remainder of the board of directors includes: Eduardo Mazzucchi (account executive, Fuller & Smith & Ross International), Luis G. Nunez (chief copywriter for technical publication, Westinghouse Electric International), and Christian Rodriguez (independent technical translator).

TELEVISING of remaining home games of Washington Senators baseball team this season by WTTG, Du Mont station in the nation's capital, is provided under contract arrangements completed with Clark Griffith (seated, center), Senators' owner. Telecasts, originating at Griffith Stadium, will be sponsored by Lacy's, Washington electrical appliance dealers. Seated beside Mr. Griffith are William Warsaw (l), vice president and general manager of Lacy's, and Leslie G. Arries, general manager of WTTG, and (standing, l to r) Jeffrey A. Abel, of Henry J. Kaufman & Assoc., which handled transaction; Bob Wolff, sportscaster who will do play-by-play of the games; Irving Abramson, of the Kaufman agency, and A. W. Langley, treasurer of Lacy's.

Indiana U. Survey Shows Preferences Of Students Compared to Townspeople

RESULTS of listener surveys made by the radio department of Indiana U. have been released, showing wide differences in many cases between student and non-student reaction to radio.

U. of Indiana students and Bloomington, Ind., residents were asked the same five questions, but the answers were tabulated separately to see how they compared. The questions asked were: (1) What are two of your favorite radio programs? (1) What two types of programs do you wish you could have more of? (3) Do you enjoy daytime serial programs? (4) Do you feel that radio reception is satisfactory most of the time in this area? (5) What do you object to most about radio?

In answer to the first question, 556 students picked Bob Hope, 422 Jack Benny, 371 *Hit Parade*, 237 Fred Waring and 217 *Chesterfield Supper Club*. Among the townspeople, 283 preferred Bob Hope, 240 Jack Benny, 218 had no choice, 215 *Fibber McGee and Molly*, and 128 *Ten-ten Club*.

On the second, 797 students wanted more comedy, 750 popular music, 665 all music, 603 drama and 396 semi-classical music. On the other hand, 662 townspeople requested more music, 534 comedy, 321 news, 311 popular music and 299 drama.

Daytime serials did not fare so well with either group, for only 205 students like them compared with 2,087 who did not; 861 townspeople said yes to this, while 1,344 said no. The survey also showed that 465 students thought reception was satisfactory most of the time, but 1,826 did not, while among the residents 1,557 said yes and only 697 no.

On the final question, 1,103 students objected most to commercials, 228 to serials, 197 to reception, 97 to singing commercials, 67 to hillbilly and 56 had no objection. Commercials also led the residents with 637 objecting, 596 had no objection, 320 objected to poor reception, 115 to serials and 67 to mysteries.

NAAN Presents Annual Awards for Best Campaigns by Advertising Agencies

AWARDS were made in four radio classifications to advertising agencies participating in the advertising campaign competition conducted in connection with the National Advertising Agency Network's annual convention at French Lick, Ind., June 25-27. Twenty-seven agencies located in every section of the country comprise the NAAN, and all submitted entries.

Garfield and Guild, San Francisco and Los Angeles, won first, second and third places respectively, in the radio network campaign classifications for its campaigns on behalf of Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter); Chemicals Inc., Oakland, Calif. (Vano Liquid Cleaner), and Southwest Food Products Co., Long Beach, Calif. (Dude Ranch Syrup, Preserves, Jam).

Winners in the local radio program group were: First—Henry J. Kaufman & Assoc., Washington, D. C., for Carpel Frosted Foods, Washington and Baltimore (Frosted Foods); second—Henry J. Kaufman & Assoc., for Potomac Electric Power Co., supplier of electric service to the nation's capital; third—Julian Gross Advertising Agency Inc., Hartford, Conn., for Brown Thomson's Co.; honorable mentions—Garfield and Guild, for Kay Jewelry Co. (California Stores), and Merrill Kremer Inc., Memphis, for Memphis Ice Industry.

In the national spot announcement campaign classification Garfield and Guild copped both first and second place awards—first for Newell Gutradt Co., San Francisco (Strykers Granulated Soap), second for Chemicals Inc. Third place went to N. A. Winter Advertising Agency, Des Moines, for Dr. Salsbury Laboratories, Charles City, Iowa (poultry remedies). The Winter agency also won an honorable mention in this classification for Blackhawk Brewing Co., Davenport, Iowa.

Local spot announcement campaign winners were: First—Ambro Advertising Agency, Cedar Rapids, Iowa, for Potosi Brewing Co., Potosi, Wis. (beer); second—Hoffman and York Inc., Milwaukee, for Roundy, Peckham and Dexter Co.; third—Garfield and Guild, for Gravem-Inglis Baking Co., Stockton, Calif. (Gravem-Inglis Bread).

Certificates were presented to all winners, and, in addition, NAAN awarded a trophy to Garfield and Guild as the agency which it considered had done the most creative job in its campaigns.

ITC DELEGATES N. Y. WEEKEND

Over 700 Being Brought Up July 12-13 From Atlantic City

SOCIAL highlight of the International Telecommunications Conferences in Atlantic City will be a sightseeing weekend in New York July 12 and 13, with an informal banquet at the Waldorf-Astoria on Saturday as the main event of the two-day visit.

Hosts of the affair will be the five U. S. telecommunications companies participating in the conferences—American Telephone & Telegraph Co., International Telephone & Telegraph Co., Press Wireless, RCA and Western Union. Guests will be most of the more than 700 foreign delegates attending the Atlantic City sessions and the secretariat of the conferences.

The weekend will be purely social, the sightseeing restricted to points of historical or entertainment interest and with no points of call at the factories, laboratories or offices of the host companies. Affair is, in part, to reciprocate for the hospitality of governments of the countries where earlier conferences were held. In those countries the governments were the proper hosts, as their communication facilities are operated by the states.

Details of the weekend have not been fully worked out but the general pattern is for the delegates to arrive in New York Saturday afternoon which is left to their own devices, with the dinner that evening the first official gathering. Brief welcoming speech to be given by Walter S. Gifford, AT&T president. Dinner program is being assembled under the direction of Fred Shawn, administrative assistant to C. L. Menser, NBC Vice President in Charge of Programs.

"TRUE FACTS"

WBBM Starts New Series On Juvenile Crime

"TRUE FACTS" of juvenile delinquency in Chicago and Cook County will be treated with explosive impact when WBBM Chicago begins its new 13-week series, *Report Uncensored*, July 7 in the 8-8:30 p.m. segment vacated for summer by *Lux Radio Theatre*.

Based on four months of intensive research, which included exhaustive interviews with officials and inmates of state institutions, programs will be presented locally in cooperation with Chicago Bar Assn.

For authenticity, station sent Fahey Flynn, staff announcer and program narrator, and Ben Park, writer-producer of series, to the institutions to tape-record personal interviews with inmates.

Don E. Kelley, station public relations director and an advisor on program, admonished that what listeners will hear will not be "pleasant or entertaining" but "shocking," promising that the series will expose conditions (1) of environment which lead youth to crime, (2) of state penitentiaries which stress punitive treatment above rehabilitation and (3) which exist in county and city courts.

TV Set Test Market

PHILCO DISTRIBUTORS Inc. is using Philadelphia as a test market for the new Philco television receiver. The organization purchased 47 spot announcements on KYW for a two-week period. Campaign combined one-minute announcements and station breaks with spots scheduled throughout morning, afternoon and evening. Contract was placed through Julian G. Pollock Co.

WEATHER forecasts directed toward yachtsmen on the Atlantic Coast are prepared and broadcast by WOR New York, seven nights weekly during station's regular weather report at 11:25 p. m. Early morning forecasts are broadcast Mon.-Sat. at 6:40 a.m.

Hires Company Finds Radio Pays

Medium's Successful Use Outlined by Agency Representative

By G. Potter Darrow
Representative, N. W. Ayer & Son, Inc.

THE Charles E. Hires Co., which makes Hires Root Beer, has an enviable record in utilizing the sales appeal of radio. The 75-year-old company, applied its national advertising and sales promotional policies to radio back in the infant days of radio in 1921. Since the firm's first sponsored show, which was a Nathaniel Shilkret musical tour dedicated each week to the country from which an ingredient for Hires Root Beer was obtained, the number of bottling franchise holders has more than doubled.

Mr. Darrow

In 1944, Horace Heidt was sponsored by Hires, but in 1945 this show was dropped when a change in format was desired. The Hires Co. decided to support an unknown comedy team of Wendell Niles, prominent in radio as an announcer, and gag-writer Don Prindle. This show, *Ice Box Follies*, was on the air for six months.

APPROPRIATE toast to sponsor Charles E. Hires Jr. of CBS' *Hires To You* show is drunk by orchestra leader Phil Davis (l) and singer Phil Hanna (r). Program is heard Sunday, 2:30 p.m.

It was then discontinued in favor of a musical program that has been presented over the networks for nearly two years, 52 weeks per year. It began as the *Sunday Evening Party* but a name change took place recently to *Hires To You* to coincide with a time and network switch to the current Sunday afternoon spot at 2:30 p.m. (EST) over CBS.

The current program setup of *Hires To You* presents Phil Davis and his orchestra. Mr. Davis has 25 years of radio experience and his unique arrangements and all-around musical mastery have made *Hires To You* must listening for millions of radio fans. Vocalists on the show are Phil Hanna and Louise Carlyle. Bert Parks is the announcer and Henry Hull Jr., the director. Marge Kerr, talent director for N. W. Ayer & Son, secured the talent for the show and Joseph Ripley was director of the program at its inception.

The tremendous importance of radio advertising in the sales statistics of the company led Charles E. Hires Jr., to continue the show on the air in spite of shortages. He believed in the ability of radio to reach a maximum of listeners at lower cost than other recognized mediums which have been utilized. Hires sponsorship of a national broadcast resulted in the company's revising its contracts with bottlers so that now it is one of the most attractive franchise offers by a large national flavor manufacturer. Many of the franchise bottlers in small areas are operating under the G. I. Bill of Rights, and were attracted in some measure to the idea of tying up with a firm long associated with national advertising via the airwaves in addition to other media.

In defining the company's advertising policies, Charles E. Hires Jr., has stated, "Advertising long has been defined as 'Salesmanship-in-print' . . . but that definition today is not broad enough. Advertising is indeed a form of salesmanship. It is a powerful supplement to direct personal selling, but that it must be 'in print' is surely a mistaken idea. It can be visual . . . It can be vocal, too, as in radio . . ."

G. POTTER DARROW has been with N. W. Ayer & Son, Inc., for three years and in addition to being representative on the Charles E. Hires account is agency's representative on the Supplee account. He is also a Hires bottler in New London, Conn. Mr. Darrow was vice-president of Ivy and Ellington for 5½ years, with accounts that included General Baking Co., Caloric Stove, Harper Wyman Mfg. Co., Pennsylvania Co., J. S. Ivins' Sons, Philadelphia Gas Works and Slater Systems. He was with Al Paul Lefton, Inc., for three and a half years working on the Blaw-Knox, Booth Bottling Co., Pennsylvania Railroad, Philadelphia Gas Works, C. Schmidt & Sons, U. G. I. and Philadelphia Inquirer accounts.

8 Mutual—Don Lee Stations Honored

Cited by Agency for Excellent Merchandising-Promotion

EIGHT WEST COAST stations have won awards for outstanding merchandising-promotion cooperation in a three-month contest sponsored by Botsford, Constantine & Gardner, San Francisco advertising agency, among Mutual-Don Lee's 39 affiliates carrying the National Biscuit Co.'s afternoon *Rex Miller Newscast*.

The agency conducted the contest in order to prove that network programs can be effectively merchandised locally, and at the conclusion of the three-month period invited the Mutual-Don Lee affiliates to submit a visual record of their local merchandising-promotion efforts.

In some instances, the agency reported, the "record" turned out to be a large bound volume of photographs of special events, samples of display materials and direct mail, and clippings of newspaper advertisements and publicity stories. Photographs of car cards and outdoor displays also were included.

Enthusiastic promotion managers of smaller outlets in the Northwest staged cracker-eating contests in local theaters and in their own studios. One station (KRKO Everett, Wash.) called attention to *Rex Miller Newscast* with 696 spot announcements, a department store window broadcast-and-product display, "man-on-the-street" interviews, grocery store bankers, cracker-eating contests, and newspaper and car-card advertising.

Award-winning Mutual-Don Lee stations were: KRKO; KELA Centralia, Wash.; KSLM Salem, Ore.; KVCV Redding, Calif.; and ("honor" awards) KFIO Spokane; KBND Bend, Ore.; KFRC San Francisco, and KVOE Santa Ana, Calif.

They Say...

"ALONG two fronts (new radio legislation and Wakefield withdrawal) the dissatisfaction with present government controls of broadcasting are thus emphasized. Broadcasters see real peril in the situation. And some 100,000,000 radio listeners also have a great deal at stake.

The most disturbing factor in the situation is that the public knows very little of what is going on. Freedom of speech, on a scale not known before radio, is at stake and this is but one of the vital issues involved. If freedom of the press were so challenged, every newspaper in the land would immediately present the facts to the public and rest its case on public opinion."

Gomer Bath, writing in the Peoria, Ill., Star for June 27, 1947.

* * *

"MAY WE lift a glass and make a bow to the way radio kept the public informed of every turn in the streetcar strike. For example, KSD stayed on all Friday night and at 2:07 a.m. began a series of announcements calling men back to work. They were listening and they responded. Otherwise resumption of city transportation might have been delayed for several more hours. To use an honored Navy phrase: 'Well done.'"

St. Louis Post-Dispatch editorial, June 28, 1947.

Ring & Clark Office Picnic

STAFF PICNIC of Ring & Clark, consulting engineers firm in Washington, honored Mrs. Helvi Mustaparta Terry, office manager, for 17 years of continuous service with Mr. Ring. She became his secretary when he was with the Federal Radio Commission on July 1, 1930. The party was attended by this smiling group: Front (l to r): Mrs. Raymond P. Ayler; Mrs. Stephen W. Kershner; Mrs. Charles L. Keller; Miss Violet Groves, bookkeeper; Jefferson D. Brooks, draftsman; standing, Stephen W. Kershner, senior engineer; Raymond P. Ayler, sub-contractor; Howard T. Head, senior engineer; Bascom E. Porter, former engineer and now chief engineer, WNAO Raleigh; Mrs. Mary Buchanan, stenographer; Charles L. Keller, junior engineer; Miss A. Jacqueline Mills, technical secretary; Mrs. Terry; David Darrin, sub-contractor; Andrew D. Ring, partner; Miss Peggy Fosket, secretary; William E. Pierce, junior engineer; J. Peyton Randolph, engineer. Not present, E. J. Van Horne and Allan L. Bohn, engineers; Mrs. Helen Tompkins, secretary.

FCC Adopts New Procedure For Reserved FM Channels

FCC ANNOUNCED last week that reserved Class B FM channels, which became available July 1, will not be assigned in cases now in hearing.

Since the purpose of the reservation plan was to hold some channels for newcomers, the Commission said it "deems it essential" that newcomer applicants not in these pending proceedings "be permitted to compete for the newly available reserved channels on an equal basis with all applicants whose applications may now be on file, either in hearing or not."

Pending Proceedings

Conversely, FCC said, applicants who are now in hearing "will be given an equal opportunity to compete for the newly available channels with newcomer applicants" in areas where reserved channels have become available.

The Commission pointed out that several proceedings are pending involving cities which had reserve channels, and that hearings have been held and the record closed in all of these. In three—New York, Philadelphia and Cleveland-Akron — proposed decisions have been adopted. In two—Baltimore and Los Angeles—proposed decisions are yet to come. FCC said:

> Upon proper petition from applicants now in the foregoing hearings the Commission will permit amendments of their applications to specify reserved channels and will remove the applications from the hearing docket, or will dismiss without prejudice their applications and accept for filing new applications by these applicants for Class B FM facilities in the same city as the dismissed applications.

FCC again urged would-be applicants to file "as promptly as possible," and reminded that applications filed after July 1 must request a specific channel.

Meanwhile, the Commission issued new channel assignments for five New York area stations. They replace the stations' assignments as announced June 12 [BROADCASTING, June 16, 23]. FCC explained that in the July 12 assignments WABF was given a frequency several channels removed from the one it had requested, while other stations received assignments "substantially in accordance with their requests." The new assignments, which FCC said "can be made without adversely affecting other stations, are:

WABF 99.5 mc (Channel 258) instead of 94.7 mc; WMGM 100.3 mc (No. 262) instead of 99.5 mc; WCBS-FM 101.1 mc (No. 266) instead of 100.3 mc; WGHF 101.9 mc (No. 270) instead of 101.1 mc; WAAW Jersey City 102.7 mc (No. 274) instead of 101.9 mc.

FCC also sent letters to FM licensees and permittees reiterating that transfers to new assignments issued under the nationwide reallocation plan should be completed by Oct. 1, and asking for a statement of "the expected date of operation on the new assignment of all FM stations either now on the air or planning to begin operation within the next few months" [BROADCASTING, June 16].

SWITCH WITH JINGLE

WWVA Sings Its Way Into CBS Affiliation

SET to a catchy tune, WWVA Wheeling, W. Va., plugged this jingle in important daytime and nighttime spots on the 50-kw station, announcing its change from ABC to CBS affiliation.

"Everything's ready, everything's set!
We're changing our network . . . so please don't forget,
It's coming real soon — on the 15th of June,
We're going C . . . B . . . S!"

The station took two and three column newspaper and trade paper ads using the CBS slogan, "The Biggest Show in Town" worked into a circus theme, and telling of the change. Teaser ads were also run in newspapers, and car-cards, and direct mail helped remind listeners and timebuyers of the switch.

According to William E. Rine, WWVA managing director, an even greater increase in promotion and advertising is planned for the future, aimed at boosting the WWVA listening audience. Direct advertiser tie-ins with the promotion is on the schedule.

WINNER of the initial series in Radio Executives Club golf tournament which was held at Aldecress Country Club, Alrine, N. J., was Irving Raskin, WHN New York account executive. Second place went to George Frey, NBC eastern sales manager and third place to Slocum Chapin, ABC account executive. Donald Flamm, chairman of board of WPAT Paterson, N. J., is president of Aldecress Country Club.

Fortitude

RICHARD A. NEIMAN of Lancaster, Pa., was a disabled veteran who lost his right hand and most of his sight in 1944, but today he is an able and talented civilian who has found a new career. For Dick has completed his 36th weekly broadcast over WLAN Lancaster (Wed. 1:15-1:30 p.m.). With his wife accompanying him on the piano, he sings popular and sacred songs, and, with the aid of several gadgets he has invented, he plays light classical selections on the violin. And, adds the station, "he does it beautifully."

Maag at White House

WILLIAM F. MAAG Jr., general manager of WFMJ Youngstown, O., and publisher of the *Youngstown Vindicator*, paid a social call on President Truman at 11 a.m. last Wednesday. He was accompanied by Rep. Michael J. Kirwan (R-Ohio), of Youngstown.

They All Lived Happily

LITTLE SANDRA SUE LYNCH lived on a farm near Ottumwa, Iowa. When the flood swept in it destroyed all her possessions except her dog Poochie, which had been sent to an aunt in Cedar Rapids for safekeeping. Poochie ran away from the aunt, who tried by want ads and reward offers to recover the dog. Sandra, meanwhile, was ill and her parents feared the news about Poochie might make her worse. Then WMT Cedar Rapids was asked to make an appeal on a newscast, and within ten minutes there were calls from 6 persons with dogs like Poochie, one of which happened to be the real thing. To complete the little girl's happiness, the station interviewed the dog on its next newscast. He barked his greetings to Sandra.

ACCEPTING one of merchandising cooperation awards in Mutual-Don Lee intra-station local merchandising and promotion contest sponsored by Botsford, Constantine & Gardner, San Francisco advertising agency, is William D. Pabst (extreme r), general manager of KFRC San Francisco which based its promotional campaign for National Biscuit Co.'s *Rex Miller Newscast* on spot announcements, movie trailers in San Francisco theatres, newspaper advertising and publicity features. With Mr. Pabst are (l to r): Merwyn L. McCabe, KFRC sales manager; Robert B. Nusser, San Francisco agency manager, National Biscuit Co.; Stanley G. Swanberg, executive vice president, Botsford, Constantine & Gardner; R. L. Templeton, KFRC promotion director. (Story page 84)

McDonald Presents New 'Phone Vision'

Suggests Box - Office System To Finance Video Service

NEW type of "admission fee" television service by which "Phone Vision" programs can be received via a key signal sent over a telephone line was announced last week by E. F. McDonald Jr., president of Zenith Radio Corp., Chicago.

Long an advocate of the principle that television cannot be supported by advertising alone, Comdr. McDonald has announced Phone Vision as a means of providing a box office for the service.

Phone Vision, he said, will bring on a pay-as-you-see basis first-run movies, newsreels, plays and other costly entertainment features. By calling the telephone operator and specifying the desired program, the subscriber will receive key frequencies from a split signal over the telephone line. These permit reception of a complete visual image; without them only a confused blur, the airwave portion of the picture, is received. Color television and projection receivers operate as well as black-and-white in Phone Vision.

Comdr. McDonald said the subscriber will be billed at the end of the month for programs he has received. Arrangements will be worked out with film producers, television broadcasters and the telephone company, he added, and Phone Vision sets will be in production within six months or a year. Service will probably start in key cities now having television transmtters, he declared. Existing transmitters can easily be altered to receive Phone Vision.

Fee for Phone Vision programs will vary with nature of the entertainment, with a feature movie costing more than an old B film. Licenses for Phone Vision will be granted all qualified manufacturers who apply, Comdr. McDonald said, predicting that Phone Vision receivers will replace all other types since they will receive both standard and the special programs whereas receivers now in service will pick up only free programs.

Lichtenstein Named

IRVING M. LICHTENSTEIN, formerly with WINX Washington, has been appointed director of the National Press and Radio Bureau of B'nai B'rith, it was announced last week by Frank Goldman, president of the organization. In his new post Mr. Lichtenstein will concentrate on publicizing and coordinating B'nai B'rith service activities through the daily press, periodicals, English-Jewish publications and the radio and motion picture media.

NEW ENGLAND COMMITTEE on Radio in Education is offering an intensive three weeks' course on radio in education at Boston U. commencing July 7. Major networks are cooperating.

At Deadline ...

NEW FM FACILITIES ARE AWARDED BY FCC

THREE FM Class B conditional grants, nine construction permits, five CPs in lieu previous conditions and CP for new noncommercial educational FM station authorized Thursday by FCC.

Conditional Class B grants given WGR Buffalo, WWNR Beckley, W. Va., and WKDK Newberry, S. C. FCC allocated Channel 251 (98.1 mc) to Beckley and Channel 246 (97.1 mc) to Newberry.

The new Class B CPs (power is effective radiated power, antenna height is height above average terrain, AM affiliation in parenthesis):

Macon, Ga., 96.9 mc (Channel 245), 41 kw, 440 ft., Macon Broadcasting Co. (WNEX); Bowling Green, Ky., 101.1 mc (Channel 266), 8.4 kw, 255 ft., The Bowling Green Broadcasting Co. (WLBS); New Orleans, 100.3 mc (Channel 262), 190 kw, 500 ft., Loyola U. WWLH (WWL); Omaha, 99.9 mc (Channel 260), 21 kw, 565 ft., Radio Station WOW Inc. (WOW); Greensboro, N. C., 98.7 mc (Channel 254), 48 kw, 350 ft., Capitol Broadcasting Co. WDPM (WGBG); Jackson, Tenn., 104.7 mc (Channel 284), 12 kw, 470 ft., Jackson Broadcasting Co.; Front Royal, Va., 95.1 mc (Channel 236), 16 kw, 1300 ft., Hoyle Burton Long; Norfolk, Va., 102.5 mc (Channel 273), 6 kw, 240 ft., Larus & Bro. Co. Inc.; Indianapolis, 97.9 mc (Channel 250), 20 kw, 500 ft., WFBM Inc (WFBM).

Class B FM CPs issued following in lieu of previous conditions.

WTTH Port Huron, Mich., 99.1 mc (Channel 256), 22 kw, 420 ft.; WKRG-FM Mobile, Ala., 99.9 mc (Channel 260), 3 kw, 310 ft.; KWFT-FM Wichita Falls, Tex., 99.9 mc (Channel 260), 9.7 kw, 330 ft.; WSOC-FM Charlotte, N. C., 103.5 mc (Channel 278), 38 kw, 415 ft.; WTAZ Peoria, Ill., 95.7 mc (Channel 239), 51 kw, 345 ft.

Noncommercial educational FM CP awarded State Teachers College, West Chester, Pa., 91.3 mc (Channel 217), 2.4 kw, 255 ft.

FCC also reported allocation plan changes: San Antonio, added Channel 268 (101.5 mc); Austin, Tex., deleted Channel 267 (101.3 mc) and added Channel 238 (95.5 mc); Laredo, Tex., deleted Channel 267 and added Channel 278 (103.5 mc). Following frequency assignments were made:

KYFM San Antonio, 101.5 mc (Channel 268); KTSA-FM San Antonio, 104.1 mc (Channel 281); KSD-FM St. Louis, 96.1 mc (Channel 241); KUOA-FM Siloam Springs, Ark., 96.5 mc (Channel 243); WHA-FM Madison, Wis., 91.5 mc (Channel 218); WDSU-FM New Orleans, 105.3 mc (Channel 287); WGAY-FM Silver Spring, Md., 102.3 mc (Channel 272). KUOA-FM operation on Channel 243 prior to March 1, 1948, contingent on clearance of image frequency interference in present aeronautical navigational aid receivers.

FURTHER ABILENE HEARING

FCC Thursday called further hearing July 28 on its decision proposing to (1) grant Citizens Broadcasting Co.'s application for 1340 kc with 250 w at Abilene, Tex., and (2) deny Abilene Broadcasting's bid for same assignment. Decision held that since Gene L. Cagle, 30% owner of Abilene, is also officer and 10% owner of Texas State Network, which has existing affiliate in Abilene, he would have obligations to both network and his proposed station though their interests might be opposed [BROADCASTING, April 7]. Mr. Cagle now withdrawing from Abilene applicant, selling his stock in equal shares at par value ($3,750) to remaining stockholders: Jack Andrews and Lewis Dale Ackers. Issues of further hearing: Whether to permit Abilene Broadcast to amend to show Mr. Cagle's withdrawal; determine which to grant.

KSFD San Diego signs contract with NABET calling for 35% wage increase. Two-year contract retroactive to April 3, negotiated by James Brown, union vice president.

6 DAYTIME, 2 FULLTIME AM STATIONS AUTHORIZED

SIX NEW DAYTIME and two fulltime AM outlets authorized by FCC Thursday. Former fulltime grant of 250 w on 1490 kc to Central Utah Broadcasting Co., Provo, reinstated. KTTR Rolla, Mo., granted modification of construction permit change from 1340 kc to 1490 kc, with 250 w fulltime.

The new grants:

Apollo, Pa., 910 kc, 1 kw, day, Tri-Borough Broadcasting Co.; Stroudsburg, Pa., 1350 kc, 1 kw, day, Pocono Record Inc.; Bellaire, Ohio, 1290 kc, 1 kw, day, Tri-City Broadcasting Co.; Bowling Green,, Ky., 930 kc, 1 kw, day, The Daily News Broadcasting Co.; Antigo, Wis., 900 kc, 250 w, day, Antigo Broadcasting Co.; Fredericksburg, Tex., 1340 kc, 250 w, unlimited, Gillespie Broadcasting Co.; Kannewick, Wash., 1230 kc, 250 w, unlimited, Benton County Broadcasters.

Conditions attend all grants but Bellaire and Kannewick. Four grantees affiliated with or have individuals identified with newspaper interests (Bowling Green, Bellaire, Stroudsburg, Antigo).

Central Utah grant effected by order approving joint petition of United and Ogden Broadcasting Co's., Ogden, requesting FCC grant petitioners leave to withdraw joint petition for reconsideration and dismissal of order setting aside Aug. 1, 1946 grant to Provo applicant. Consolidated proceeding record closed and Aug. 1, 1946 grant reinstated to Central Utah.

6 AM, 3 FM TRANSFERS ARE APPROVED BY FCC

TRANSFERS approved by FCC Thursday covering three FM stations and six AM outlets. Commission consented to:

Voluntary transfer of control of WLOF Orlando, Fla., from George W. Gibbs, half-owner, to Walter C. Shea and William J. Sears for $40,000.

Transfer of control WJLK (FM) Asbury Park, N. J., from J. Lyle Kinmouth, deceased, to his widow, Mabel Brazer Kinmouth, and Asbury Park National Bank, executors and trustees. 900 of 910 shares; no money.

Voluntary assignment of license WTAL and construction permit WTAL-FM Tallahassee, Fla., from Capital City Broadcasting Corp. to John H. Phipps, president and sole stockholder. No money.

Voluntary assignment of license WLAK Lakeland, Fla., from S. O. Ward to Lakeland Broadcasting Corp. of which Mr. Ward is 99.6% owner. No money.

Dissolution of two-man partnership owning WNOC Norwich, Conn., and WGAT Utica, N. Y., whereby each partnership gets station. J. Eric Williams takes WGAT and H. Ross Perkins takes WNOC.

Assignment of permit KDSH Boise, Ida., and conditional grant of FM permit from Queen City Broadcasting Co. to Boise Valley Broadcasters Inc., Controller by assignor. One third Boise Valley to be offered locally.

ELIAS AT WHITE HOUSE

DON S. ELIAS, executive director of WWNC Asheville, N. C., Thursday morning accompanied group of North Carolina and Missouri members of Congress to White House to invite President Truman to attend Duke-U. of Missouri football game in Durham Nov. 8. Mr. Elias represented Duke Board of Trustees.

EXPRESS PUB. Co., San Antonio *Express* and *News*, Thursday granted construction permits new experimental Class 2 relay press facilities constituting one land station and four mobile units for reporters; 152.75 mc assigned temporarily.

TELEVISION Channel 9 withdrawn Thursday by FCC from Detroit metropolitan area effective immediately. Action honors Canadian reservation of facility. Four Detroit channels remain.

SHOLIS ASSUMES POST AS WHAS DIRECTOR

VICTOR A. SHOLIS, Clear Channel Broadcasting Service director, has assumed post of director of WHAS Louisville and its WCJT (FM). He returns to Washington in mid-August to help prepare and present CCBS case in final round of FCC's clear-channel hearings, now due to start in late September.

CCBS successor has not been chosen. Mr. Sholis was named last spring to succeed WHAS General Manager W. Lee Coulson, who resigned because of ill health.

Closed Circuit

(Continued from page 4)

Library of Congress. With 50,000 unpublished musical works copyrighted each year, Office is so far behind it hasn't been able to issue 1946 catalogue. Proposed 1948 appropriation would aggravate situation, with public, composers and broadcasters as victims.

POLITICS are devious but none more so than furore provoked over Robert F. Jones' nomination to FCC, vice Commissioner Ray C. Wakefield. Sen. Brewster (R-Me.), chairman of subcommittee which heard Drew Pearson charges and stout Jones defense, had espoused appointment of Marion Martin of Maine, former Republican National Committee women's director, for FCC vacancy last January. Observers are trying to mastermind connection between Martin fiasco and Brewster leadership in Jones proceedings.

DECISION on site for first FMA convention expected to go to New York because of inherent advantages of that city as radio center. Bill Bailey, FMA executive director, and Bill Barlow, director of publicity, in New York over last weekend, looking for hotel.

WHILE FM Assn. importunes networks to permit duplication of programs on FM outlets, question arises—will association resume passes at Petrillo? Original FMA feelers were met with AFM suggestion that nothing would be done until Supreme Court ruled on Lea Act. Interesting angle: Are AM programs bootlegged on any FM outlets?

AMONG food-for-thoughters arising from new labor law is unexpected step by IBEW. Electrical union fortnight ago obtained NLRB request for technician election at WLAY Muscle Shoals City, Ala. After new law went into effect, IBEW withdrew request. Only one election per year now permitted by statute, so unions now want to feel certain of victory before asking NLRB to order vote.

REVIVAL of astrology program in South raises question of FCC and industry policy. FCC long opposed to seers' broadcasts, generally tied to money-raising scheme. New NAB Standards of Practice, now in final drafting stage, reiterates former code's stand against astrology programs.

PARLIAMENTARY radio committee at Ottawa is expected to finish its sittings by or before mid-July. Questioning by committee members indicates serious consideration to proposals for establishment of independent quasi-judicial tribunal appointed by Parliament with long term tenure to regulate broadcasting supplanting present Canadian Broadcasting Corp. structure.

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